



World Billfish Series

Crowning The World Champion of Billfishing

www.FishWBS.com

ART SPECIFICATIONS SHEET

Media Transfer

- CD-ROM or Email.
(Please do not email files larger than 18 MB.)
- Email address: Linda@FishWBS.com
- Mailing address:
World Billfish Series
Attention: Graphics Department
9293 Bay Pines Blvd.
St. Petersburg, FL 33708

While we prefer that you mail your materials (with the hard proof you provide), emailed ads will be accepted if the file is less than 18 MB in size.

Please name your file with your company name. (ie Dec_2010Viking_ad). This helps the Graphics Department to correctly track and place your ad in the proper publication.

We Do Not Accept MS Publisher, MS Word, Freehand, or InDesign.

For questions please call our creative department at (727) 864-4400.

Electronic Specifications

- Please include all images, printer and screen fonts used.
- Whenever possible please convert your fonts to "outlines" or "curves". If you are unable to convert your fonts to outlines then you must supply all the fonts used in your files. Do not assume we will have them.
- If you are using IBM compatible platforms to produce your ads, please save the ad as a 300 dpi Photoshop EPS, PDF or TIF files at 100%.
- Acceptable platforms: Macintosh or PC
- Acceptable software: Quark, Illustrator, or PhotoShop
- Acceptable formats: QPX, PDF, EPS and TIFF files must be high-resolution 300 dpi at 100%.

Please include with QuarkXpress and Illustrator eps files:
1. Document file collected for output
2. Fonts (screen and printer)
3. Images at 100%, 300 dpi. Please make sure that all images supplied are not RGB or LZW compressed. They must be at least 300 dpi.

- All materials should be supplied in CMYK format. Files supplied in RGB or PMS will be converted to CMYK which could alter the color reproduction.
- Please do NOT flatten the image, retain all layers.
- Please provide a hard copy of your ad.

Logo Requirements

Logos must be scanned at 300 dpi or higher as an eps, tiff, jpg or psd file. Logos should be provided in both 4 color and black and white formats. Please do not simply "up-sample" a low resolution image into a higher resolution. Most web images are 72 dpi and will not work.

Vector vs. Raster Art

Raster images are made up of pixels, or square boxes that compose the image. When resizing or editing this type of image, distortion occurs that causes blurriness and loss of detail. Since these must be at high resolution for printing, they tend to be rather large files, which makes them hard to send electronically. Vector images are actually plotted mathematically to create a clean, crisp line. When vectors are resized, there is no distortion and they are also best for editing purposes, especially with multi-color images. These files are much smaller and easier to send electronically and our preferred format.

Billfishing and Guide To Billfishing® AD DIMENSIONS

Sizes	Width	x	Height
Single Page w/Bleed	8.625	x	11.25
Single Page Trim	8.375	x	10.875
Double Page w/ Bleed	17.25	x	11.125
Double Page Trim	17	x	10.875
Half Page Vertical	3.625	x	10.25
Half Page Horizontal	7.75	x	5

All reading materials must be a minimum of 1/2" inside the trim area.

WBS Tournament Calendar® AD DIMENSIONS

Sizes	Width	x	Height
Single Page w/Bleed	11.125	x	8.625
Single Page Trim	11	x	8.5

All reading materials must be a minimum of 3/8 of an inches (.375) inside the live area.

WBS WORLD TOUR™ • WBS WORLD CUP™ • WBS PRODUCTIONS™

World Billfish Series, Inc. • 9293 Bay Pines Blvd. • St. Petersburg, Florida 33708 • USA
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