

# WOODALL'S<sup>®</sup>

## AGENCY ADVERTISING SPECIFICATIONS & GUIDELINES

### DEADLINES

#### Campground Directory Listing Section: (Newsprint)

Space Reservation: August 30, 2010

Ad Materials: September 3, 2010

#### Camping Life:

Space Reservation: November 3, 2010

Ad Materials: November 5, 2010

#### Web Rental Ad/Web Tenting Ad:

Space Reservation: November 9, 2010

Ad Materials: November 9, 2010

#### Mail all material to:

Woodall's Campground Directory  
Attn: Sales Department  
2575 Vista Del Mar Dr.  
Ventura, CA 93001

#### or \*ftp material to:

ftp.woodalls.com

User ID: wcdads

Password: wcdads

Account: (leave blank)

\*(ftp utility required, such as Fetch)

For any questions about advertising specifications,  
please contact our Prepress Specialist at:

**(800) 323-9076, Ext. 417**

or [www.woodalls.biz](http://www.woodalls.biz)  
(Registration Required)

Choose "Advertise"

Choose "Upload Directory Ads"

**ALL MATERIALS NOT MEETING THE LISTED REQUIREMENTS WILL BE RETURNED**



# Digital File Submission Checklist

Please submit a completed form for each ad you send.

FOR OFFICE USE ONLY

Traffic Number:

|  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|

Agency Name: \_\_\_\_\_

Agency Contact: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Graphics Contact: \_\_\_\_\_

Graphics Phone: \_\_\_\_\_

Advertiser Name: \_\_\_\_\_

Publication:     Campground Directory     Camping Life     Web Rental Ad

Laser proof attached     Web Tent Ad

Woodall's will accept ad files from recognized advertising agencies who provide digital files that meet our specifications. The only native files Woodall's will accept is Macintosh based QuarkXPress. All others must be converted to either TIFF, EPS or PDF format.

Ad File Name: \_\_\_\_\_

Ad File Format:    Native     PDF     EPS     TIFF

Ad Created in:    QuarkXPress     Other: \_\_\_\_\_

Ad Placement:    National Section     Newsprint Section   
(4C Front of Book)    (Listing Section)

Ad Size:    \_\_\_\_\_     Bleed     No Bleed  
(Bleed ads in National Section only)

Please refer to the "Guidelines" section for information on preparing your ad for publication.

### List All Fonts Used:

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_
- 8. \_\_\_\_\_

### List Images Used:

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_
- 8. \_\_\_\_\_

# Guidelines for Submitting Digital Ad Files

## 1. ACCEPTABLE DIGITAL FORMATS:

- Native QuarkXPress version 4.x, 5.x or 6.x
- EPS- Send all fonts and images even if they are embedded.
- TIFF- Minimum resolution 300 dpi.
- PDF- All fonts embedded. The only acceptable method of creating a PDF is via PostScript and Acrobat Distiller.
- Name ad files using advertiser name or similar naming convention. **Do not send ad files named “Woodall’s Ad” or similar nondescriptive names.**

## 2. AD SIZES:

- Refer to the chart on Page 4 for the correct ad sizes.
- Ads placed in the newsprint section should be built to exact dimensions without bleeds.
- **No cropmarks, job slugs, color bars or other items outside of document area.**
- Each ad must be in a separate document. Do not gang multiple ads on a single page.
- Ad templates available for QuarkXPress users.

## 3. COLOR:

- All ads should be CMYK. No RGB, LAB or other colorspace. Convert all spot colors to process.

## 4. IMAGES:

- Raster images must be grayscale, at least 200 dpi and no more than 300 dpi in .eps or .tif format.
- **Do not use low resolution images from the Internet. • Don’t use 4C Black**
- **Ads built in Photoshop** should be at least 300 dpi - CMYK.
- **Remove all embedded ICC color profiles.**
- **Do not use duotone images.**
- The B&W section of the Woodall’s directories is printed on newsprint at 85 lpi with dot gain of 20-30%.

## 5. PROOF REQUIREMENTS:

- A black and white laser print is required for content verification.
- For FOB ads, submit a SWOP approved proof such as an Imation Rainbow, Kodak Approval, or AGFA Pressmatch for guidance on press.

## 6. FONTS:

- Send all fonts, including those used in artwork.
- All EPS and PDF files must have all fonts embedded.
- Embed all fonts. Woodall’s reserves the right to substitute corrupt or missing fonts.

## 7. MEDIA:

- Send materials on CD-ROM.
- Electronic file transfer available. Call for instructions.
- Print the disk directory with folders open.
- Include self-addressed, stamped envelope for media return.

## 8. ASSISTANCE:

- If you have questions or need assistance in preparing your ad, contact us toll-free at 1-800-323-9076, Ext. 417. Ask for Directory Ad Assistance.

# WOODALLS®

## CAMPGROUND DIRECTORY

| Ad Size   | PICAS     | INCHES            | INCHES DECIMAL |
|-----------|-----------|-------------------|----------------|
| 1-1/2     | 14 x 9    | 2-5/16 x 1-1/2    | 2.333 x 1.500  |
| 2-1/4     | 14 x 13.5 | 2-5/16 x 2-1/4    | 2.333 x 2.250  |
| 1/8-1     | 14 x 22   | 2-5/16 x 3-11/16  | 2.333 x 3.667  |
| 1/8-2     | 29 x 11   | 4-13/16 x 1-13/16 | 4.833 x 1.833  |
| 1/6-1     | 14 x 29.5 | 2-5/16 x 4-7/8    | 2.333 x 4.917  |
| 1/6-2     | 29 x 14.5 | 4-13/16 x 2-7/16  | 4.833 x 2.417  |
| 1/4-1     | 14 x 44   | 2-5/16 x 7-5/16   | 2.333 x 7.333  |
| 1/4-2     | 29 x 22   | 4-13/16 x 3-11/16 | 4.833 x 3.667  |
| 1/4-3     | 44 x 14.5 | 7-5/16 x 2-3/8    | 7.333 x 2.417  |
| 1/3-1     | 14 x 60   | 2-5/16 x 10       | 2.333 x 10.000 |
| 1/3-2     | 29 x 29.5 | 4-13/16 x 4-7/8   | 4.833 x 4.917  |
| 1/3-3     | 44 x 19.5 | 7-5/16 x 3-3/16   | 7.333 x 3.250  |
| 1/2-2     | 29 x 44   | 4-13/16 x 7-5/16  | 4.833 x 7.333  |
| 1/2-3     | 44 x 29.5 | 7-5/16 x 4-7/8    | 7.333 x 4.917  |
| 2/3-2     | 29 x 60   | 4-13/16 x 10      | 4.833 x 10.000 |
| 2/3-3     | 44 x 39.5 | 7-5/16 x 6-9/16   | 7.333 x 6.583  |
| Full Page | 44 x 60   | 7-5/16 x 10       | 7.333 x 10.000 |

## CAMPING LIFE

| SIZE               | INCHES DECIMAL | SIZE  | INCHES DECIMAL |
|--------------------|----------------|-------|----------------|
| Full Page Bleed    | 7.875 x 10.5   | 1/4-3 | 6.875 x 2.25   |
| Full Page No Bleed | 6.875 x 9.75   |       |                |
| 1-1/2              | 2.125 x 1.5    | 1/3-1 | 2.125 x 9.75   |
| 2-1/4              | 2.125 x 2.25   | 1/3-2 | 4.5 x 4.75     |
| 1/8-1              | 2.125 x 4.125  | 1/3-3 | 6.875 x 3.125  |
| 1/8-2              | 4.5 x 1.875    | 1/2-2 | 4.5 x 6.875    |
| 1/6-1              | 2.125 x 4.75   | 1/2-3 | 6.875 x 4.75   |
| 1/6-2              | 4.5 x 2.25     | 2/3-2 | 4.5 x 9.75     |
| 1/4-1              | 2.125 x 6.875  | 2/3-3 | 6.875 x 6.325  |
| 1/4-2              | 4.5 x 3.5      |       |                |

## WEB RENTAL AD/ WEB TENTING AD

| SIZE      | PICAS   | INCHES          | INCHES DECIMAL |
|-----------|---------|-----------------|----------------|
| 1/2-2     | 39 x 28 | 6-1/2 x 4-11/16 | 6.500 x 4.667  |
| Full Page | 39 x 57 | 6-1/2 x 9-1/2   | 6.500 x 9.500  |