

2009-2010

RESERVATION/ARTWORK DUE DATES & MONTHLY CONTENT GUIDE

BUNDLED PREMIUM ISSUES are in RED

09-10 ISSUES	NFL		MLB		COLLEGE	
	RESERVE	ARTWORK	RESERVE	ARTWORK	RESERVE	ARTWORK
09 September Issue	x Season Preview	x	x Trading Deadline	x	July 8	July 13 Football Season Preview
09 October Issue	July 22	July 27	July 22	July 27	Aug 5	Aug 10
09 November Issue	Aug 26	Aug 31	Aug 26	Aug 31	Sept 9	Sept 14
09 December Issue	Sept 23	Sept 28	Sept 23 Season Review	Sept 28	Oct 7	Oct 12 Basketball Season Previews
10 January Issue	Oct 21	Oct 26	< no issue >		Oct 30	Nov 4
10 February Issue	Nov 18	Nov 23	< no issue >		Nov 27	Dec 2
10 March Issue	Dec 23	Dec 28	Dec 23 Prospects Guide	Dec 28	Jan 6	Jan 11 Football Review
10 April Issue	Jan 20 Free Agency	Jan 25	Jan 20 Spring Training Report	Jan 25	Feb 3	Feb 8 Recruiting Yearbook
10 May Issue	Feb 24 NFL Draft Preview	Mar 1	Feb 24 Season Preview	Mar 1	Mar 10	Mar 15
10 June Issue	< no issue >		Mar 24	Mar 29	< no issue >	
10 Summer Issue	Apr 21 NFL Draft Review Fantasy Guide	Apr 26	Apr 21	Apr 26	May 5	May 10 Football Season Preview
10 August Issue	< no issue >		May 22	May 27	< no issue >	
10 September Issue	Jun 23 NFL Season Preview	Jun 28	Jun 23 Trading Deadline	Jun 28	July 7	July 12 Football Season Preview
10 October Issue	July 21	July 26	July 21	July 26	Aug 4	Aug 9 Football Recruiting
10 November Issue	Aug 25	Aug 30	Aug 25	Aug 30	Sept 8	Sept 13
10 December Issue	Sept 22	Sept 27	Sept 22 Season Review	Sept 27	Oct 6	Oct 11 Basketball Season Previews
11 January Issue	Oct 20	Oct 25	< no issue >		Oct 29	Nov 3
11 February Issue	Nov 17	Nov 22	< no issue >		Nov 26	Dec 1

Monthly Mailings: Issues are printed and shipped approximately six (6) weeks ahead of time to ensure that all subscribers and newsstands have proper fulfillment.

ALL dates listed are subject to change. Please check with your sales representative.

scout.com



PRINT ADVERTISING SPECS & INFORMATION*

File Formats & Specifications:

- High Resolution PDF, EPS or TIF in Photoshop, or Illustrator 8.0 with fonts converted to outlines.
- All photos scanned at no less than 200 dpi; digital photos shot at maximum quality settings.
- All color images (including photos, logos, etc.)—must be converted to CMYK for process color separation.
- Leave 3/16" around all edges from trim—no text or graphics within 3/16" of all four sides. Should text become distorted, a border will be inserted to keep the creative's professional look.

Sizing/Line Screen:

Magazine Trim Size:	8.375" x 10.5"
Full page bleed size:	8.625" x 10.75"
Half page (horizontal):	7.375" x 4.5"
Half page (vertical):	3.625" x 9.3125"
Quarter page:	3.625" x 4.5"
Double Truck: (2 page spread)	17" x 10.75"
Line Screen:	133

Shipping/Send To :

Please use the specifications provided. Choose ONE of THREE options:

1. Email: scoutads@scoutmag.com

Do NOT send ZIP or Compressed Files via email. The Scout servers do not accept compressed email files.

2. Upload to our FTP site:

<ftp://hooper.theinsiders.com>
(email miked@scout.com for logon information)

3. Send via FedEx, UPS or DHL on CD:

Scout Publishing
Attn: Mike Dempsey
2003 Western Ave, Suite 700
Seattle, WA 98121

*ALL artwork needs to be "Camera Ready". NO CHANGES or AD CREATION will be done in-house.

** Any Ad Reservation or artwork submitted after the deadline will not be guaranteed, and is subject to be placed in the following issue.

Artwork Questions? Email: miked@scout.com

FULL PAGE AD

Trim Size:
8.375" x 10.5"

Full Bleed:
8.625" x 10.75"

Live Area:
7.375" x 9.3125"

HALF PAGE AD

(VERTICAL)

3.625"
x
9.3125"

1/4 AD

3.625"
x 4.5"

HALF PAGE AD

(HORIZONTAL)

7.375" x 4.5"

Note: Odd sized ads must be approved by Production Staff PRIOR to art being submitted

Reservation Questions? Call your sales rep or Email: adinfo@scout.com