



Magazine Deadlines

2020 Deadlines

2021 Deadlines

	Space reservations	Ad materials	Release date		Space reservations	Ad materials	Release date
January	11/23/19	12/1/19	12/26/19	January 2021	11/23/20	11/30/20	12/29/20
February	12/24/19	1/2	1/29	February	12/24/20	12/31/20	1/21/21
March	1/24	1/31	2/26	March	1/22	1/29	2/25
April	2/24	2/28	3/25	April	2/19	3/1	3/25
May	3/25	4/1	4/22	May	3/26	4/1	4/22
June	4/24	5/1	5/27	June	4/23	4/30	5/27
July	5/22	6/1	6/24	July	5/21	5/28	6/24
August	6/24	7/1	7/22	August	6/25	7/1	7/29
September	7/24	7/31	8/26	September	7/23	7/30	8/26
October	8/25	9/1	9/23	October	8/27	9/1	9/23
Nov/Dec	10/23	10/30	11/18	Nov/Dec	10/22	11/1	11/18





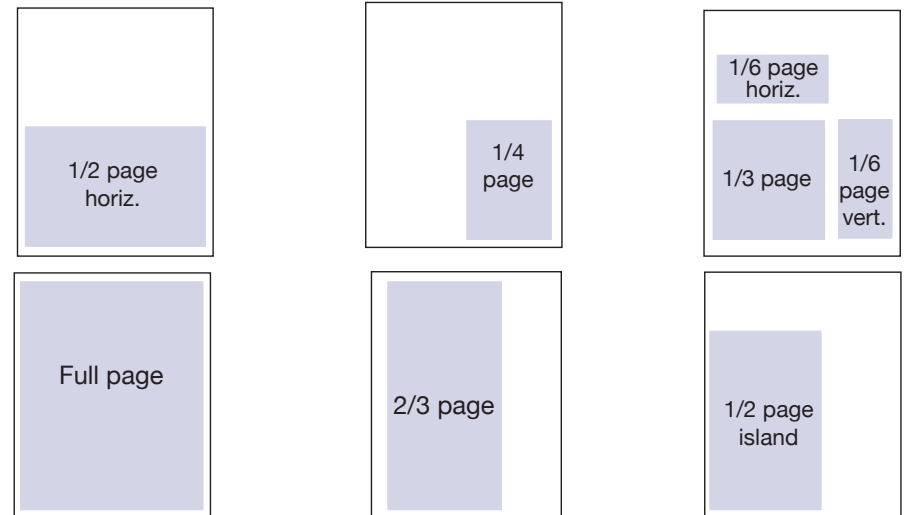
Magazine ad sizes

Display ad sizes

	Width	Height
Full page (no bleed)	7 1/2"	9 3/4"
Full page bleed (live area 7-1/2 x 9-3/4)	9 1/4"	11 1/2"
2/3 page vertical	4 7/8"	9 1/2"
1/2 page vertical (island)	4 7/8"	7 1/4"
1/2 page horizontal	7 1/2"	4 3/4"
1/3 page	4 7/8"	4 3/4"
1/4 page	3 5/8"	4 3/4"
1/6 page vertical	2 3/8"	4 3/4"
1/6 page horizontal	4 7/8"	2 1/4"
Magazine trim size: 8 1/4" x 10 1/2"		

Marketplace ad sizes

	Width	Height
One inch ad	2 3/8"	1"
Two inch ad	2 3/8"	2"
Three inch ad	2 3/8"	3"
Four inch ad (vertical)	2 3/8"	4"



*Cycle California!*TM



Magazine & Marketplace Ad Specifications

- Magazine advertising art must be supplied as high resolution PDF files with all fonts embedded or converted to curves and all images embedded.
- Do NOT send bit-mapped files (.jpg, .png, etc).
- All files MUST be compatible with Adobe CC.
- Minimum image resolution is 200 dpi/ppi.
- Maximum 4-color ink density is 255%.
- Allow for 25% dot gain on press.
- Photos should be 3% highlight dot & 95% shadow dot.
- All color should be CMYK for non-glossy printing.
- No CMYK black. Black must be 100K (true black).
- For black and white art, all elements should be converted to grayscale prior to making the PDF.

Digital Ad Sizes & Specifications

Website ads

- 200 (w) x 200 (h) pixels
- Formats - .jpg or .png only
- Maximum file size 1M

Email partner ads

- Image size - 200 x 200 pixel
- Format - .jpg or .png only
- Maximum file size 1M
- 25 word headline, maximum

Email partner ads are included in regularly scheduled emails sent to people who opt into our lists.

Cycle California!™



#bikelife

Are you Ready to Grow?

Advertising and marketing

Bob Mack at BMack@CycleCalifornia.com

Editorial content and writing projects

Tracy Corral at TCorral@CycleCalifornia.com

Give us a call at (408) 924-0270

CycleCalifornia.com

FB: [@cyclecaliforniamagazine](https://www.facebook.com/cyclecaliforniamagazine)

IG: [@cyclecamag](https://www.instagram.com/cyclecamag)

TW: [@CycleCAMag](https://twitter.com/CycleCAMag)

IN: [cycle-california-magazine](http://cycle-california-magazine.com)

#bikelife

If not now, when?

There is no time like the present!

Cycle **California!**TM

Revised 8/1/20