



Magazine Deadlines

2022 Deadlines

	Space reservations	Ad materials	Release date
January/February	12/27/21	1/3	1/18
March	1/31	1/29	2/22
April	2/28	3/7	3/22
May	4/4	4/11	4/26
June	5/2	5/9	5/24
July	6/6	6/13	6/28
August	7/1	7/11	7/26
September	8/1	8/8	8/23
October	9/1	9/12	9/27
Nov/Dec	10/31	11/17	11/22

2023 Deadlines

	Space reservations	Ad materials	Release date
January/ February	12/23/22	1/9	1/17
March	1/30	2/6	2/22
April	2/27	3/6	3/22
May	3/31	4/10	4/25
June	4/28	5/8	5/23
July	5/29	6/5	6/20
August	6/30	7/10	7/25
September	7/31	8/7	8/22
October	8/31	9/11	9/26
Nov/Dec	10/31	11/6	11/21





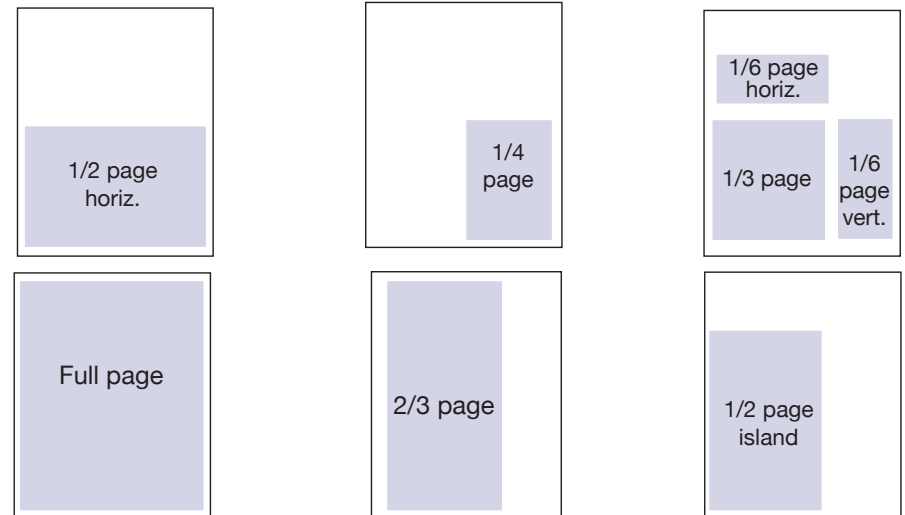
Magazine ad sizes

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"



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Magazine Ad Specifications

- 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 x 200 pixels
- Formats - .jpg or animated .gif
- Maximum file sizes - .jpg 100k or .gif 200k

Email partner ads

- Image size - 200 x 200 pixels
- Formats - .jpg or animated .gif
- Maximum file sizes - .jpg 100k or .gif 200k
- Headline - 50 characters (incl. spaces)

Email partner ads are included in regularly scheduled emails to our lists.

Bicycle Resource page listings

- Text listings are 120 characters (incl. spaces)
- Graphic listings use the website ad specs

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 #cyclecalifornia

If not now, when?

There is no time like the present!

***Cycle* California!™**

Revised 10/1/21