



Magazine Deadlines

2023 Deadlines

	Space reservations	Ad materials	Release date
January/ February	12/23/22	1/2	1/18
March	1/31	2/6	2/22
April	2/27	3/6	3/24
May	4/3	4/10	4/26
June	5/1	5/8	5/24
July	6/5	6/12	6/28
August	7/3	7/10	7/26
Sep/Oct	8/21	8/28	9/13
Nov/Dec	10/30	11/6	11/22

2024 Deadlines

	Space reservations	Ad materials	Release date
January/ February	12/22/23	1/1	1/17
March	1/29	2/5	2/21
April	3/4	3/11	3/27
May	4/1	4/8	4/24
June	5/6	5/13	5/29
July	6/3	6/10	6/26
August	7/1	7/8	7/24
Sep/Oct	8/19	8/26	9/11
Nov/Dec	11/4	11/4	11/20





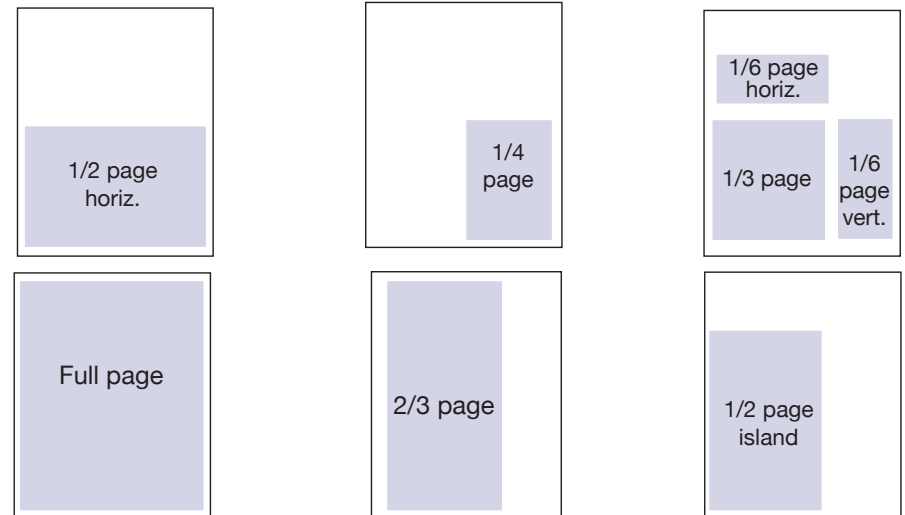
Magazine ad sizes

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"





Magazine Ad Specs

- 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 Specs

Website ads

- 200 x 200 pixels
- Formats - .jpg or animated .gif
- Maximum file size - 75 kb

Email partner ads

- Image size - 200 x 200 pixels
- Formats - .jpg or animated .gif
- Maximum file size - 75 kb
- 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 & marketing

Bob Mack at BMack@CycleCalifornia.com

Editorial content & 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!**TM

Revised 10/1/22