



# 2011 Wrangler National Finals Rodeo Deadlines & Art Guidelines

## A GUIDELINE TO SETTING UP YOUR PRINT READY ELECTRONIC FILES FOR WRANGLER NATIONAL FINALS RODEO

### Important Information:

All ads must be submitted digitally on a CD, ftp transmitted, or by email.



### Page size:

#### FULL PAGE (TRIM)

**8.375" x 10.875**  
(7.5" x 10" non bleed)

#### FULL PAGE (BLEED)

**8.625" x 11.125**  
(.125" on all sides outside trim area)

#### LIVE AREA

**7.375" x 9.875**  
(.5" within trim whenever possible)

### DEADLINES:

**CONTRACT - Must be in LVE office by 5:00pm PST September 9, 2011**  
**ARTWORK - Must be in LVE office by 5:00pm PST October 14, 2011**

We do support the following layout programs:

**PDF's - Print Optimized:** Document must include crop marks offset 15pts. Full page (bleed) documents must have at least 1/8" bleed (.125") on all sides. Fonts and images must be embedded (All images CMYK and 300 dpi at final size). Color Management must be turned off. Compress files with Automatic Zip 8-bit Compression and Quality Set to Maximum. (Acrobat 3,4, 5, and 6 compatible, resolution at 2438). **PDF XI, PDF XIA, and X3 accepted.**

**In Design CS, CS2 and CS3 Native and PDF files are accepted.**

LV Events can assist in the PDF preset settings.

Illustrator 10, CS1, CS2 and CS3 for the Macintosh as well as the PC

All Photoshop applications for both Mac and PC

All Corel Draw files must be saved as CMYK and Illustrator eps or ai file

All Freehand files must be saved as illustrator ai or eps file with type converted to outlines

**ALL fonts used in the file(s) must be supplied, including embedded fonts used in creating Illustrator and Freehand EPS files. Unless the text has been outlined.**

- EPS and TIFF format image files.
- Image resolution of 300 or higher on all CT images
- Layered Photoshop files if revisions might be necessary.
- All necessary links for your layout documents (TIFF, EPS, BITMAP, PICT etc.)
- Hard copy of file page(s) (laser or other proof)
- We also accept the following standard types of media: Compact Disc (CD), DVD

Please mail or fax completed contract to:

**Dale Eeles - dale@lasvegasevents.com**

**Las Vegas Events/NFR Advertising**

**770 E. Warm Springs Rd., Suite 140**

**Las Vegas, NV 89119**

**P (702) 260-8605**

**F (702) 260-8622**

**ftp://ftp.creelprint.com**

username: **lvevents**

password: **lvevents**

Please Note: This is a family oriented publication. Las Vegas Events, Inc. and the PRCA reserve the right to deny any advertisement unsuitable or in conflict with protected sponsors / events