

# 2021 ADVERTISEMENT SPECS



FAYEZ  
SAROFIM  
& CO.

U.S. MEN'S CLAY COURT  
CHAMPIONSHIP  
RIVER OAKS COUNTRY CLUB

## PRODUCTION

### FILE FORMATS ACCEPTED

Press quality, CMYK or Grayscale, 300 DPI TIFF, EPS, or in a press-ready PDF (preferred).

PLEASE NOTE: We will NOT ACCEPT Page Maker, Quark, Publisher, Power Point, or ADS designed in Microsoft Word.

**ART SENT IN THESE FORMATS WILL BE REJECTED.**

### NAME YOUR FILE

Specify the name of the advertiser it is for, the ad size and orientation.

For example: BUSINESSNAME\_1/2\_HORIZ.TIF

### COLORS

All final art must be set to CMYK or Grayscale. We will NOT ACCEPT RGB, SPOT, or INDEX colors.

### PROOF

All color ads must be accompanied by a color proof. Ink jet proofs for 4-Color ads are not acceptable.

All proofs should be output at 100% size, showing color bars and crop marks. No corrections marked on the final proof. For black & white ads, a laser print is acceptable.

## HOW TO SEND US YOUR ART



PLEASE NOTE: Acceptable submissions are PRESS-READY PDFs with bleeds and NO trim or registration marks and text converted to outline, TIFF, or EPS formats. All other formats will be rejected.

Submit your files directly from the US Men's Clay Court website. Simply insert the following URL into your internet browser:

<http://usmensclaycourt.com/program-advertising>

Once you have reached the Program Advertising page, scroll down and you will find an UPLOAD WIDGET.

Follow these instructions:

1. Choose the File you would like to upload
2. Enter your e-mail address (required)
3. Select the "UPLOAD" button

Your file will be uploaded to our Advertising Folder.

### MOST COMMON REASONS ART IS REJECTED

- Too low of resolution, 300 DPI is the minimum
- Incorrect orientation
- Incorrect size
- Incorrect color
- File not converted to CMYK
- Wrong file format
- Did not include bleeds

### SEND YOUR PACKAGE TO

US Men's Clay Court Championship  
ATTN: Haley Leffler  
1600 River Oaks Boulevard | Houston, TX 77019  
P. 713.874.6210

Contract and confirmation:  
haley.leffler@usmensclaycourt.com

*\*If you send your materials, be sure to ship via trackable carrier.  
CD discs will not be returned.*

## LAYOUT

### PLEASE NOTE

Our program specs have CHANGED! Please make sure your specs follow the NEW criteria.

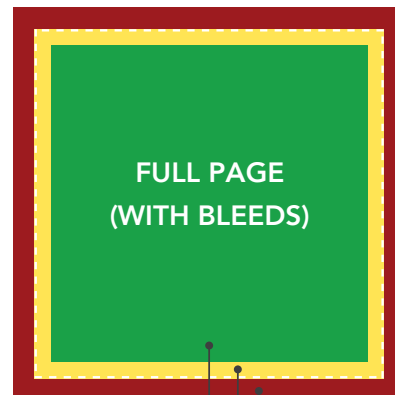
PG SIZE	ORIENTATION	DIMENSION (W x H)
Full (+bleeds)	Vertical	W: 9 x H: 9
Full	Vertical	W: 8 x H: 8
1/2	Horizontal	W: 6.75 x H: 3.4
1/4	Vertical	W: 3.28 x H: 3.4

**8x8 SQUARE FULL PAGE SPECS**

<b>Live Area</b>	<b>Bleed Size</b>	<b>Trim Size</b>
7.25 x 7.25	9 x 9	8 x 8

Advertisers will incur additional charges for recalled or revoked ads that do not meet the specifications.

### FULL PAGE (W/ BLEEDS)



- Live Area (7.25 x 7.25)
- Trim Size (8 x 8)
- Bleed Size (9 x 9)

### 1/2 PAGE ORIENTATION



### 1/4 PAGE ORIENTATION



CONTRACT DEADLINE IS  
**DECEMBER 18, 2020**

ART DEADLINE FOR ALL ADS  
**JANUARY 22, 2021**

AD PLACEMENT SUBJECT TO AVAILABILITY & CHANGE.  
PLEASE CAREFULLY REVIEW ATTACHED PRODUCTION  
SPECS DOCUMENT BEFORE SUBMITTING AD.