

Sports Travel magazine 2026 Print Ad Specifications

1. Prepare your Digital Ad

File Format/Color

- ✂ We only accept PDF files with high resolution, 300 DPI, CMYK PDF with fonts embedded.
- ✂ See our sheet on “Guidelines to Create a Good PDF File” (page 2).
- ✂ **Files not created to Sports Travel specifications are subject to additional charges. If you choose to send Native files, there will be an additional charge beginning at \$100.**
- ✂ **Files not received by our published ad close date are subject to additional charges to process late material.**
- ✂ All ads should be 4/C process (CMYK). Ads submitted with spot colors/PMS will be converted to CMYK.

2. Proof your Digital Ad - Optional

- ✂ If supplying a SWOP Contact Proof it must be made from your final file.
- ✂ Please identify the type of proof you are submitting. All color proofs must be at 100% showing crops and bleed.
- ✂ The software used to process your digital ad will automatically convert RGB images to CMYK. These changes may not match any type of submitted proof. Sports Travel is not responsible for errors such as low-res images. **Please be sure to Pre-flight your file.**
- ✂ **If you choose to send a proof that is not acceptable according to Sports Travel specifications, Sports Travel will not be responsible for color or content reproduction. Unacceptable proofs submitted to Sports Travel will be used for prepress Quality Control (QC) purposes only.**
- ✂ **If a color proof is not submitted, Sports Travel will print at SWOP industry standards.**

✂ **Please send your (optional) color proof to:**

- ✂ Northstar Travel Group
- ✂ Attn: Marianne Chmielewski
- ✂ 301 Route 17 N, Suite 1150
- ✂ Rutherford, NJ 07070
- ✂ Phone: (201) 902-1961

✂ **3. Ship/Transmit your Digital Ad**

- ✂ Sports Travel prefers to have digital ads sent to us via email at nmgadvertising@ntmlc.com.
- ✂ **If enclosed Display Ad Instruction Form does not accompany your proof we cannot process your ad.**

Guidelines to Create a Good PDF File for Print

Your native file (i.e. Quark, InDesign, etc.) should be built with the following guidelines:

1. Do not use RGB images.
2. All fonts must be Type 1 fonts. Do not use True Type fonts.
3. All fonts must be embedded.
4. All images placed must be high resolution.
5. Do not use any Duotones.
6. Delete all unused colors.
7. Do not trap your file. Trapping will be done at the RIP by our Pre-press department.
8. Add bleed when and where necessary.
9. Ads must be created to sizes that appear on the Mechanical Specifications Sheet.

Convert your native file to a high resolution, 300 DPI, CMYK PDF with fonts embedded.

Pre-flight your file using a product such as PitStop.

Pre-flight software checks for a variety of errors such as RGB images, missing fonts, TrueType fonts, missing images, etc. Certain problems are difficult or impossible to correct in PDF so it's best to address these issues early in the process. If low resolution images, RGB colors, incorrect density or hairline rules are used, it may be impossible to match even acceptable proof types. M&C is not responsible for color or content discrepancies when incorrect files are supplied, regardless of proof type.

Sports Travel
Display Ad Instruction Form

Order Information

Publication(s)_____ Issue Date_____

Ad size_____ Color_____ PMS #_____

All colors are converted to CMYK Process colors.

Advertiser_____ Agency_____

Contact_____ Phone_____ Fax_____

File/Media Information

File Format_____ (Acceptable file formats: PDFs)

Files not created to our specifications are subject to additional charges. If you choose to send Native files, there will be an additional charge beginning at \$100.

File name_____

*File name should include advertiser name, publication and issue date.
(ex. Thrifty_SPT_Sep00)*

Color Proof_____ Media Type _____

Special Instructions_____

Digital Color Proof Information/Waiver

*This information is for ads sent via the ad portal or FTP site. Color Proof sent: ____Yes ____No

Sports Travel will not be held responsible for color or content if an acceptable color proof is not provided.

Sports Travel will not pull any color proofs. If ads are sent via the ad portal or FTP site & a color proof is not received, Sports Travel will instruct our printer to run to the acceptable SWOP color standards.

Digital Ad Disclosure

I understand Sports Travel magazine is not responsible for the outcome of my ad unless an acceptable proof from the working file is provided. Files that are not prepared to our specification or not received by our published ad close date are subject to additional processing charges.

Name:_____

Signed:_____

Please email this form to mchmielewski@ntmllc.com. We cannot process your file unless this form accompanies your ad file.

Mechanical Specifications Sports Travel magazine – ROP

Specifications

Printing: Web Offset

Binding: Perfect Bound (main issue); Saddle stitch (most supplements)

Paper: Text – 45# low glare, Cover - 100# coated

All live matter not intended to bleed must be kept at least 1/4" from trim. Spreads require 3/8" safety from gutter trim of each page.

FULL SPREAD:

16 3/4" x 10 3/4" = FULL BLEED

16 1/4" x 10 1/2" = FULL TRIM

HALF SPREAD:

16 3/4" x 6" = FULL BLEED

16 1/4" x 5 7/8" = FULL TRIM

FULL PAGE:

8 3/8" x 10 3/4" = FULL BLEED

8 1/8" x 10 1/2" = FULL TRIM

7" x 10" = STANDARD/NON-BLEED

2/3 PAGE:

4 1/2" x 9 3/4" = STANDARD/NON-BLEED

1/2 PAGE ISLAND:

4 5/8" x 7 3/8" = STANDARD/NON-BLEED

1/2 PAGE HORIZONTAL:

7" x 5 1/8" = STANDARD/NON-BLEED

1/3 PAGE VERTICAL:

2 1/4" x 9 3/4" = STANDARD/NON-BLEED

1/3 PAGE SQUARE:

4 5/8" x 5 1/8" = STANDARD/NON-BLEED

Consult our rate card or Marianne Chmielewski at 201-902-1961 for other specifications on spreads, gatefolds and inserts.

Frequently Asked Questions

Is there a difference in quality?

Because you're sending us a digital file it's not subject to scratches, dust, dirt and registration problems that can be associated with film. The reproduction quality should be better assuming the file is prepared properly.

What programs do I use to create my file?

You can use several products (Quark, InDesign, etc) to create your native ad file but the file must be converted to a PDF with high resolution, 300 DPI, CMYK PDF with fonts embedded.

What file formats do you prefer?

PDFs only. Files not created to our specifications are subject to additional charges.

Can I use spot color/PMS, duotones or RGB images?

No - color needs to be converted to CMYK. If you submit an RGB, spot color/PMS or duotone, they will be converted to CMYK automatically and may not match the submitted proof. Please be sure to Pre-flight your file.

Can I create my files on a MAC or PC?

Yes, as long as they are created to our specifications. If not, font problems can occur and you will be asked to correct the file.

Will you accept Acrobat 3.0 PDF files?

No

Will you accept other file formats?

Any files that are not created to the above specifications are subject to additional processing charges. Minimum processing charge is \$100. Additional processing charges are billed at an hourly rate of \$100/hr. Remember we do not charge you for files created to our specifications.

Do you check my file for errors?

For ads sent via the FTP site -- We use pre-flight software that checks to see if the file is printable. Sports Travel is not responsible for errors such as lo-res images, RGB images, missing fonts, TrueType fonts, missing pages, etc. It is highly recommended that you pre-flight your work if you have the software available.

What if I don't have the ability to print an acceptable proof of the file?

Proofs are not required – Sports Travel will print to industry SWOP standards in the absence of an acceptable proof.

How do I send you my files?

FTP site - Please see the following page for instructions on how to log onto our FTP site directly.

Can you make changes to my file?

Our specified file formats are not to be edited. If changes are needed to the file, it is the advertiser's responsibility to submit a new file.

Do you archive my file?

No – your file can be returned to you if provided a return address and your courier's account number.

