



# World Billfish Series

CROWNING THE WORLD CHAMPION OF BILLFISHING

## ART SPEC SHEET

### Media Transfer

- CD-ROM or Email.  
*(Please do not email files larger than 16 MB.)*
- Email address: Linda@FishWBS.com
- Mailing address:  
**World Billfish Series**  
**Attention: Graphics Department**  
**9293 Bay Pines Blvd.**  
**St. Petersburg, FL 33708**

While we prefer that you mail your materials (with a hard proof), emailed ads will be accepted if the file is less than 16 MB's in size. Also please name your file with the month it is to be published and your company name. (ie Nov2009\_TriStrip\_ad). This helps the Graphics Department to correctly place your ad.

For questions please call our creative department at (727) 864-4400.

### Electronic Specifications

- Include all images, printer and screen fonts used.
- All fonts in Adobe Illustrator images must be converted to outlines.
- If you are using IBM compatible platforms to produce your ads, please save the ad as a 300 dpi Photoshop EPS, PDF or TIF files at 100%.
- Acceptable platforms: Macintosh or PC
- Acceptable software: Quark, Illustrator, or PhotoShop
- Acceptable formats: PDF, EPS and TIFF files must be high-resolution 300 dpi at 100%.
- All materials should be supplied in CMYK format. Files supplied in RGB or PMS will be converted to CMYK which could alter the color reproduction.
- Please provide a hard copy of your ad.

### FTP Site

- If you would like to upload your ad to our FTP site please contact our Creative Director for instruction on how to do so.

**All art is due one month prior to the insertion date for the advertisement. Please make sure we have it on the first of the month for the preceeding month.**

### BILLFISHING® MAGAZINE

Sizes	Width	x	Height
Single Page w/Bleed	8.625	x	11.125
Single Page Trim	8.375	x	10.875
Single Page Live Area	7.75	x	10.25
Double Page w/ Bleed	17	x	11.125
Double Page Trim	16.75	x	10.875
Double Page Live Area			
Half Page Vertical	3.625	x	10.25
Half Page Horizontal	7.75	x	5

### GUIDE TO BILLFISHING

Sizes	Width	x	Height
Single Page w/Bleed	8.625	x	11.125
Single Page Trim	8.375	x	10.875
Single Page Live Area	7.75	x	10.25
Double Page w/ Bleed	17	x	11.125
Double Page Trim	16.75	x	10.875
Double Page Live Area			
Half Page Vertical	3.625	x	10.25
Half Page Horizontal	7.75	x	5

### 11 X 8.5 WBS TOURNAMENT CALENDAR

Sizes	Width	x	Height
Single Page w/Bleed	11.25	x	8.625
Single Page Trim	11	x	8.5

**WBS WORLD TOUR™ • WBS WORLD CUP™ • WBS PRODUCTIONS™**

World Billfish Series, Inc. • 9293 Bay Pines Blvd. • St. Petersburg, Florida 33708 • USA  
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