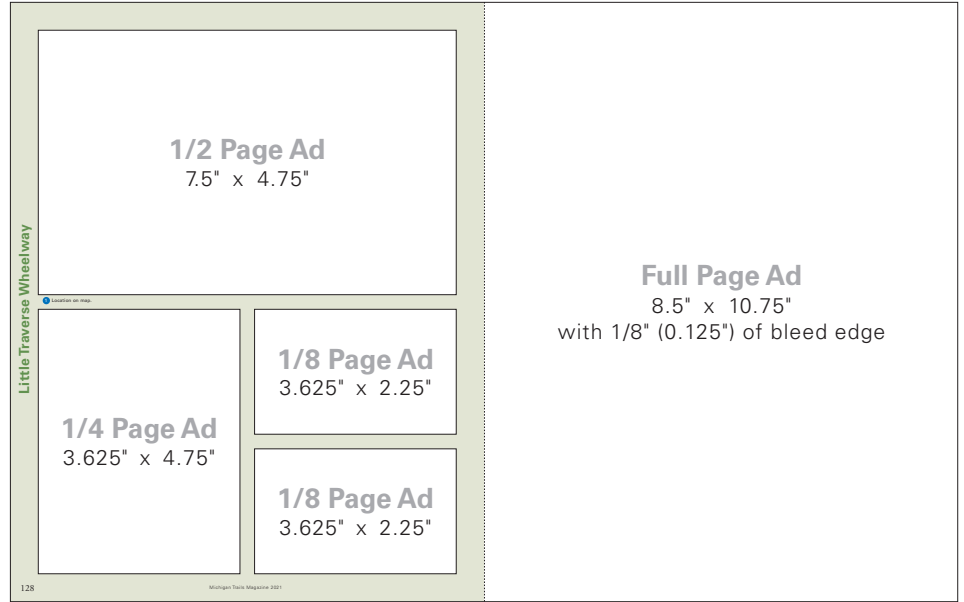
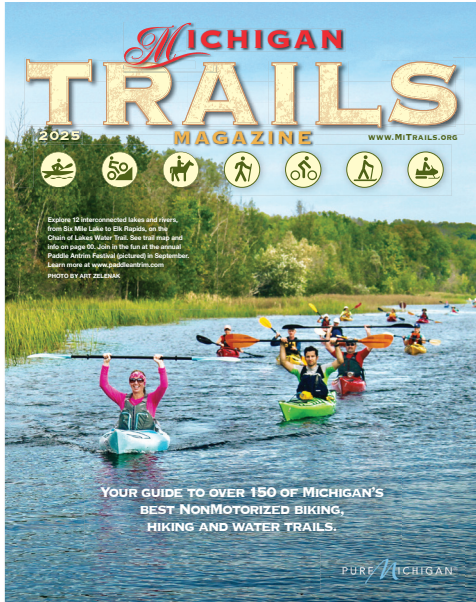


# Magazine Advertising Specifications



## Advertisement Size Options and Dimensions

**Reservation deadline for 2026 edition:** February 13, 2026

**Advertising artwork materials deadline:** February 27, 2026

**Print advertising materials specifications:**

All advertisements are four-color-process. All full page advertisements are full-bleed. Publication Trim Size: 8.5" x 10.75". Add 1/8"

(.125") bleed edge on all four sides for full-page ads. Electronic files required for all advertisements. Artwork must be submitted as a "Press Quality PDF" file. All artwork and photos must be 300 dpi resolution at 100% of size used in ad, CMYK mode. Electronic files should be emailed as attachment to: [rpulver@RockfordAdvertising.com](mailto:rpulver@RockfordAdvertising.com).

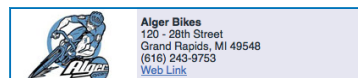
# Website Advertising Specifications



**Leaderboard Advertisement** 1450 pixels wide x 180 pixels high  
Displayed at the top of specified web page.



**Billboard Advertisement**  
522 pixels wide x 324 pixels high  
Displayed below slide show on specified web page.



**Trail Resource Guide Listing**  
Includes logo or photo  
150 pixels wide x 90 pixels high  
plus business information and link to advertiser's web site.

Ad artwork must be in jpeg format with file size less than 30KB.  
Submit ad as email attachment to: [rpulver@rockfordadvertising.com](mailto:rpulver@rockfordadvertising.com)

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For advertising rates and information call (616) 866-2817  
or visit: [MiTrails.org](http://MiTrails.org)