

# Chess Life Ad Submission Specifications

All the details you will need for submitting an ad or having us create one for you

## NEW! AD DESIGN SERVICE FOR OUR ADVERTISERS

The USCF is pleased to offer you an in-house ad design service at **very low rates**. Our art department is available to create a professionally designed ad for you at a much lower cost than you would pay elsewhere for this service. The client must provide us with:

- the copy (wording) for the ad, either within an e-mail or as an attached Word document
- any photos, logos, or artwork that you would like us to include
- any special instructions you might have

Depending on the size of the ad, the turnaround time for creating your ad will be 1-3 days, and we will e-mail you proofs for you to approve or request changes. If you would like to see samples of previously designed in-house ads, please contact the art director Frankie Butler: [fbutler@uschess.org](mailto:fbutler@uschess.org).

## RATES:

Full Page \$400 | 2/3 Page \$300 | 1/2 Page \$200 | 1/3 Page \$150 | 1/4 Page or smaller \$100

**PLEASE NOTE:** This is not a logo-design service, nor do we provide an image-search service. All graphic elements contained within the ad will need to be provided by you and will need to meet size and resolution requirements. Please contact [fbutler@uschess.org](mailto:fbutler@uschess.org) for more information on technical specifications.

## SUBMITTING YOUR OWN AD

*Chess Life* is a four-color publication. All ads should be submitted as CMYK or greyscale.

Accepted file formats are listed below.

**TIFF** CMYK • 300 dpi • correctly sized • flattened art (no layers)

**JPEG** CMYK • 300 dpi • correctly sized

**PDF** CMYK • 300 dpi • correctly sized • fonts are embedded

**ILLUSTRATOR EPS** CMYK • correctly sized • images are embedded and 300 dpi • fonts are outlined (not live)

**PHOTOSHOP EPS** CMYK • 300 dpi • correctly sized • flattened art (no layers) • no live fonts

**PHOTOSHOP PSD** CMYK • 300 dpi • correctly sized • flattened art (no layers) • no live fonts

**CAMERA-READY** A hard copy laser-FAX is not acceptable. If submitting a camera-ready hard copy of your ad, please ensure that it is printed on high quality paper (photo paper preferable). PLEASE NOTE: The USCF does not guarantee optimal results if we are required to scan your material. Please submit digital files if possible.

Please contact us if you have any questions regarding size, formats, etc. Phone: 931.787.1234. *Chess Life* cannot be responsible for ads that do not follow these specifications. If *Chess Life* needs to do extra work to prepare the ad, clients may be charged an additional fee (see RATES top left for ad design and correction).

**NOTE:** If a file format isn't listed above, then we are not able to accept it. For example, we cannot accept ads in Microsoft Word format or any other word processing software.

## SUBMISSION POLICY

*Chess Life* invites you to submit your own ad, but we reiterate the importance of meeting the technical requirements specified. Because we are a small, non-profit organization we do not have the time or resources to problem-solve incorrectly submitted ads. Our policy is that we will allow you to resubmit your ad once if your first submission is incorrect, but beyond that (two submissions) we will then refer you to our in-house designer who will be able to work with you on solving the problem (at the rates specified to the left). **Note that our rates for fixing technical issues are the same as our rates for designing your ad from scratch**—we recommend utilizing our ad-design service in the beginning if you do not feel you have the technical capabilities or experience to create your own ad.

## AD SIZES

Size		Width	x	Height
Full Page*		8 <sup>1</sup> / <sub>4</sub> (8.25)	x	10 <sup>3</sup> / <sub>4</sub> (10.75)
3/4 Page	V	7 <sup>1</sup> / <sub>4</sub> (7.25)	x	7 <sup>1</sup> / <sub>16</sub> (7.06)
2/3 Page	V	4 <sup>3</sup> / <sub>4</sub> (4.75)	x	9 <sup>1</sup> / <sub>2</sub> (9.5)
1/2 Page	H	7 <sup>1</sup> / <sub>4</sub> (7.25)	x	4 <sup>5</sup> / <sub>8</sub> (4.625)
1/3 Page	H	4 <sup>3</sup> / <sub>4</sub> (4.75)	x	4 <sup>5</sup> / <sub>8</sub> (4.625)
1/3 Page	V	2 <sup>5</sup> / <sub>16</sub> (2.313)	x	9 <sup>1</sup> / <sub>2</sub> (9.5)
1/4 Page	V	3 <sup>1</sup> / <sub>2</sub> (3.5)	x	4 <sup>5</sup> / <sub>8</sub> (4.625)
1/6 Page	V	2 <sup>5</sup> / <sub>16</sub> (2.313)	x	4 <sup>5</sup> / <sub>8</sub> (4.625)
1/6 Page	H	4 <sup>3</sup> / <sub>4</sub> (4.75)	x	2 <sup>5</sup> / <sub>16</sub> (2.188)
1/8 Page	V	2 <sup>5</sup> / <sub>16</sub> (2.313)	x	3 <sup>1</sup> / <sub>2</sub> (3.5)
1/8 Page	H	3 <sup>1</sup> / <sub>2</sub> (3.5)	x	2 <sup>5</sup> / <sub>16</sub> (2.188)
1/12 Page	V	2 <sup>5</sup> / <sub>16</sub> (2.313)	x	2 <sup>5</sup> / <sub>16</sub> (2.188)

ALL MEASUREMENTS IN INCHES WITH DECIMAL EQUIVALENT • V= VERTICAL • H= HORIZONTAL

## \* FULL PAGE AD SPECS

The **ACTUAL PAGE SIZE** of *Chess Life* magazine is **8.25" x 10.75"**. Please set up your document as this size for full-page ads.

**TEXT** should not extend outside the live area of **7.25" x 9.75"**.

For **FULL-PAGE BLEEDS**, please add the standard **1/8" (0.125") on each side**.

If submitting a **BACK-COVER AD**, please request an ad template from our production dept. to allow for mailing label placement.

# Advertising Rates

Ad Rates for Chess Life, Chess Life for Kids and uschess.org

## EDITORIAL ADS

The rates below are for editorial section or web banner ads. Contact Daniel Lucas at [dllucas@uschess.org](mailto:dllucas@uschess.org) or 931-200-5509 for these ads. If you are interested in a display ad for your tournament within our Tournament Life Announcement (TLA) section, please contact Joan DuBois, [tla@uschess.org](mailto:tla@uschess.org) or 931-787-1234 x130.

### CHESS LIFE

Size	1x rate	2-5 x	6-9 x	10-12 x
Full page	\$2,690	\$2,585	\$2,480	\$2,370
2/3 page	\$1,815	\$1,745	\$1,670	\$1,600
1/2 page	\$1,490	\$1,430	\$1,370	\$1,310
1/3 page	\$1,035	\$990	\$950	\$910
1/4 page	\$820	\$785	\$755	\$720
1/6 page	\$590	\$565	\$540	\$520
1/8 page	\$455	\$435	\$420	\$400
1 inch	\$170	\$160	\$155	\$145

### CHESS LIFE FOR KIDS (CL4K)

Size	Each insertion
Full page	\$600
1/2 page	\$350
1/3 page	\$250
1/4 page	\$200
1/6 page	\$140

### CHESS LIFE & CL4K COMBINATION

Please contact us if you wish to run the same ad in both *Chess Life* and *Chess Life for Kids* in multiple issues.

### USCHESS.ORG BANNER AD\*

Homepage horizontal banner, 468x60 pixels

1 month	\$600
2 months	\$1,150
3 months	\$1,690
6 months	\$3,420
Annual	\$6,100

\*Banner ads appear in random rotation with up to a dozen other banner ads.

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## USCFSALES.COM

### USCF SALES BOOKS AND EQUIPMENT

The USCF has its own web store, [uscfsales.com](http://uscfsales.com). We may choose not to accept advertising that is in direct competition with the USCF.