



OVERLAND SOURCEBOOK GUIDE 2025

The Overland Sourcebook is the industry's one stop digital resource for all things overland. The guide is handed out at all 5 Overland Expos in California, Arizona, Oregon, Colorado, and Virginia. It is also available online at overlandexpo.com to include interactive content and is promoted via our e-newsletter and social media. Additional distribution is provided by Overland Journal and other media partners. Total distribution is 100,000+.

Take a look at the [2024 SOURCEBOOK GUIDE](#)

AVAILABLE ADS

- » 2 Page Spread
- » Full Page
- » Half Page

**MUST PURCHASE ADS BY:
FRIDAY, FEBRUARY 14, 2025**

**ALL ADS DUE:
FRIDAY, FEBRUARY 28, 2025**

FEATURED PRODUCT

ASSETS NEEDED:

- » Name of product
- » Company name
- » Company website
- » MSRP
- » Product description (50 words)
- » 1 product photo on white background

AD SPECS

TWO PAGE SPREAD
BLEED - 17"w x 11.125"h
TRIM - 16.75"w x 10.875"h

Keep live area .25 in. from trim on all sides
 (Allow 3/8 in. left and right of gutter and .125" all around for bleed)

FULL PAGE BLEED -
8.625"w x 11.125"h

TRIM - 8.375"w x 10.875"h
 Keep live area .25 in. from trim on all sides

HALF PAGE NO BLEED
7.5"w x 4.75"h

FILE DELIVERY INSTRUCTIONS

1. You will receive an asset request from Smartsheet.
2. If you do **not** receive the request (please check spam), notify Heather Scheiffele at heather.scheiffele@emeraldx.com.

ALL ADS & IMAGES

- 300 dpi
- CMYK
- jpg, eps, tif, pdf

FINAL TRIM SIZE (FULL PAGE)

- 8.375 x 10.875"
- PRINT: Full color, Perfect bind
- DIGITAL: interactive PDF