

Direct Advantage Magazine

2 Raccio Park Rd • Hamden, CT 06514

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Half Page

Document Size: 6.625" x 4.75"

Safe Area: 6.375" x 4.5"

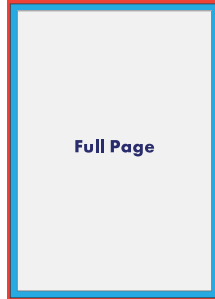


Full Page

Document Size: 7.5" x 10.625"

Trim size: 7.25" x 10.375"

Safe Area: 6.75" x 9.875"



Double Page

Document Size: 14.75" x 10.625"

Trim size: 14.5" x 10.375"

Safe Area: 14" x 9.875"

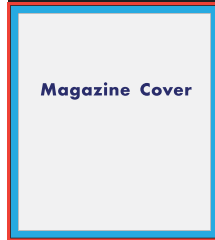


Magazine Cover

Document Size: 7.5" x 8.375"

Trim size: 7.25" x 8.125"

Safe Area: 6.75" x 7.625"



DAL - Address Side

Document Size: 8.75" x 5.25"

Trim Size: 8.5" x 5"

Safe Area: 8" x 4.5"

Leave a 4.5" x 3.5" white area at the bottom right for addressing.



DAL - Back Side

Document Size: 8.75" x 5.25"

Trim Size: 8.5" x 5"

Safe Area: 8" x 4.5"



EXPC (EXtended PostCard)

Document Size: 7.58" x 7.25"

Safe Area: 6.83" x 6.75" (Starts 1/8" from bottom)



Cover-Card

Document Size: 8.625" x 6.375"

Trim Size: 8.375" x 6"

Safe Area: 7.875" x 5.5"



IMPORTANT Notes About Cover-Card Dimensions:

- **BLEED:** There is an extra 1/8" added to the bleed on the foot.
Left, Right & Head = 1/8" Foot = 1/4"
- **FOLD:** This card is not folded in the center. The Cover is 1/2" wider.
Cover: 4.4375" x 6" Back: 3.9375" x 6"

Spec Sheet: LI and NJ

Includes all sizes for Direct Advantage Magazine, as well as DAL's, EXPC's and Cover-Cards.

IMPORTANT NOTES

- Make sure the document color space and all the elements within are set to CMYK, not RGB.
- Do not include Pantone colors. Convert them to their CMYK equivalent. If we receive a file with Pantones, we will convert them as closely as possible.
- Avoid using images under 300dpi.
- Make sure all images are embedded in the document.
- No text, or important elements, should go out of the "Safe Area" dimensions, though the background should extend to the full document size.
- Outline, convert to vector, or rasterize all text. Or, you can send the font files used in the document to ensure accuracy.
- Whenever possible, try to keep coupons on the right hand side of the ad design.
- Save the file as PDF format PDF_X-1a:2001 without printer marks, registration marks, or crop marks.
- Double check the dimensions prior to sending your file. The dimensions of your finished file should match the "Document Size".
- Once your design is complete, email the PDF to directadvantagerich@gmail.com (If the file is too large to email, try using a free site like yousendit.com to send larger files)

If you have questions, please call our Graphics Department at 475-238-6592 or contact our Art Director (Rich Laskey) by email at directadvantagerich@gmail.com