

Direct Advantage Magazine

2 Raccio Park Rd • Hamden, CT 06514 475-224-5013 • Fax: 866-477-3912

Half Page

Document Size: 6.625" x 4.75"

Safe Area: 6.375" x 4.5"

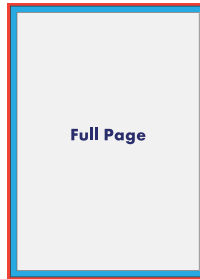


Full Page

Document Size: 7.5" x 10.625"

Trim size: 7.25" x 10.375"

Safe Area: 6.75" x 9.875"

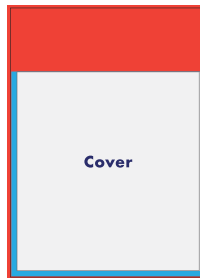


Double Page

Document Size: 14.75" x 10.625"

Trim size: 14.5" x 10.375"

Safe Area: 14" x 9.875"

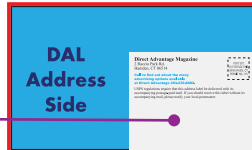


Cover

Document Size: 7.5" x 10.625"

Trim size: 7.25" x 10.375"

Safe Area: 6.75" x 8" (Starts 3/8" from bottom)



DAL Address Side

Document Size: 8.75" x 5.25"

Trim Size: 8.5" x 5"

Safe Area: 8" x 4.5"

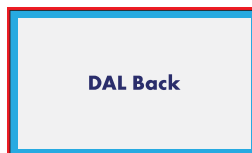
Leave a 4.5" x 3.5" white area at the bottom right for addressing.

DAL Back Side

Document Size: 8.75" x 5.25"

Trim Size: 8.5" x 5"

Safe Area: 8" x 4.5"



Insert - Vertical

Doc.Size: 6.25" x 12.125"

Trim size: 6" x 11.875"

Safe Area: 5.5" x 11.375"



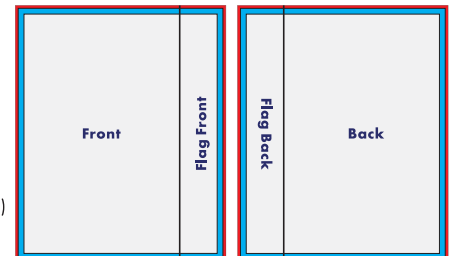
Insert - Flat

Document Size: 9.125" x 10.625"

Trim size: 8.875" x 10.375"

Safe Area: 8.375" x 9.875"

Flag Area: 2" wide (sticks out of the magazine)



Insert - BiFold

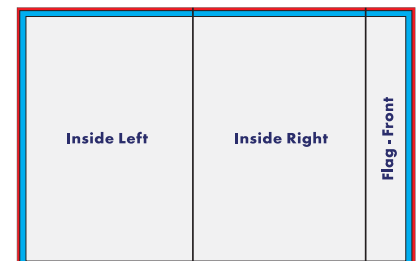
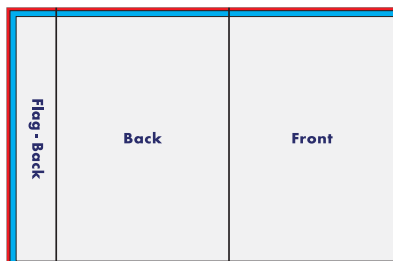
Document Size: 16.125" x 10.6255"

Trim size: 15.875" x 10.375"

Safe Area: 15.375" x 9.875"

Flag Area: 2" wide (sticks out of the magazine)

Front Panel is 7" wide (after cutting and folding)



Spec Sheet Connecticut

Includes all sizes for Direct Advantage Magazine, as well as DAL's and Inserts.

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.
- 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 475-224-5013 or contact our Art Director (Agnes Corvino) by email at directadvantageagnes@gmail.com