

# 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"

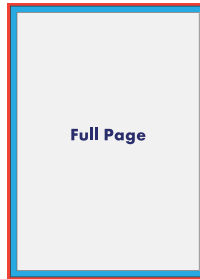


## Full Page

Document Size: 7.375" x 10.625"

Trim size: 7.125" x 10.375"

Safe Area: 6.625" x 9.875"

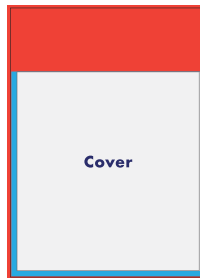


## Double Page

Document Size: 14.5" x 10.625"

Trim size: 14.25" x 10.375"

Safe Area: 13.75" x 9.875"

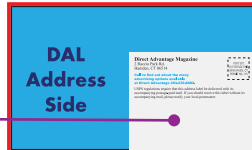


## Cover

Document Size: 7.375" x 10.625"

Trim size: 7.125" x 10.375"

Safe Area: 6.625" 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"

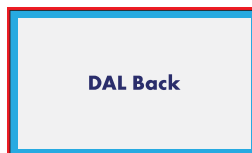
Leave a 4.5" x 3.5" white area at the bottom right for addressing.

## DAL Back Side

Document Size: 8.75" x 5.25"

Trim Size: 8.5" x 5"

Safe Area: 8" x 4.5"



## 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 [directadvantageagnes@gmail.com](mailto:directadvantageagnes@gmail.com) (**If the file is too large to email, try using a free site like [hightail.com](http://hightail.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](mailto:directadvantageagnes@gmail.com)**

## Insert - Vertical

Doc.Size: 6.25" x 12.125"

Trim size: 6" x 11.875"

Safe Area: 5.5" x 11.375"



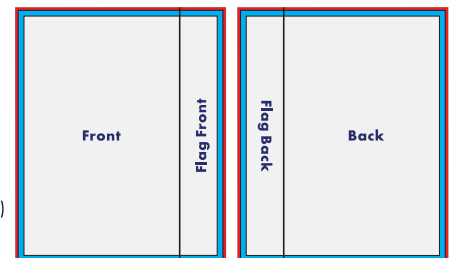
## Insert - Flat

Document Size: 8.875" x 10.625"

Trim size: 8.625" x 10.375"

Safe Area: 8.125" x 9.875"

Flag Area: 1.875" wide (sticks out of the magazine)



## Insert - BiFold

Document Size: 15.75" x 10.6255"

Trim size: 15.5" x 10.375"

Safe Area: 15" x 9.875"

Flag Area: 1.875" wide (sticks out of the magazine)

Front Panel is 6.875" wide (after cutting and folding)

