

Phone: 203-836-5552 • Fax: 877-757-3075

Includes all sizes for Direct Advantage Magazine and Your Home & Beyond Magazine, as well as postcards.

- 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.

IMPORTANT NOTES

- 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. Please save without any printer marks, registration marks, or crop marks.

- Double check all of 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 hightail.com to send larger files)

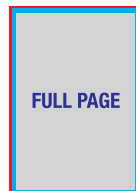
Half Page

Document Size: 6.625" x 4.75"
Safe Area: 6.375" x 4.5"



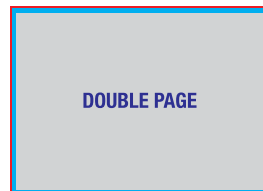
Full Page

Document Size: 7.375" x 10.375"
Trim size: 7.125" x 10.125"
Safe Area: 6.625" x 9.625"



Double Page

Document Size: 14.5" x 10.375"
Trim size: 14.25" x 10.125"
Safe Area: 13.75" x 9.625"



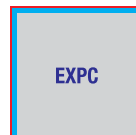
Magazine Cover

Document Size: 7.375" x 8.125"
Trim size: 7.125" x 7.875"
Safe Area: 6.625" x 7.375"



EXPC (EXtended PostCard)

Document Size: 7.25" x 7.25"
Safe Area: 6.5" x 6.75"
(The Safe Area starts 1/8" 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"



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"



Bookmark (2-sided)

Document Size: 7.125" x 11.875"
Trim Size: 6.875" x 11.625"
Safe Area: 6.375" x 11.125"

