

Direct Advantage Magazine

www.directadvantagemag.com

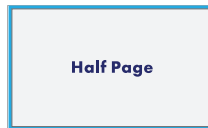
Magazine

100 Powdered Metal Dr. • North Haven, CT 06473 • 475-224-5013 • Fax: 866-477-3912

Half Page

Document Size: 7.45" x 4.75"

Safe Area: 7.2" x 4.5"

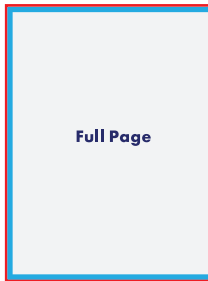


Full Page

Document Size: 8.25" x 10.375"

Trim size: 8" x 10.125"

Safe Area: 7.5" x 9.5"



Double Page

Document Size: 16.25" x 10.375"

Trim size: 16" x 10.125"

Safe Area: 15.5" x 9.625"



Cover

Document Size: 8.25" x 10.375"

Trim size: 8" x 10.125"

Safe Area: 6.25" x 9.5" (1" banner along right side)



Wrap

Document Size: 15.5" x 10.375"

Trim size: 15.25" x 10.125"

Safe Area: 14.75" x 9.625"

Leave 1.5" white area starting from top of document for addressing



Panels: 7.125" wide and 8.125" wide (after cutting and folding)

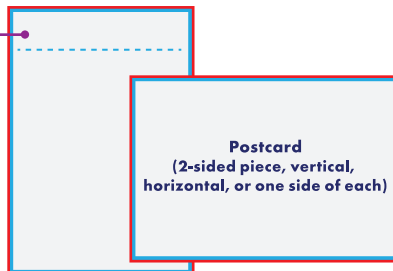
Postcard Insert

Doc. Size: 8.25" x 11.875"

Trim size: 8" x 11.625"

Safe Area: 7.5" x 11.125"

1.5" from trim at top suggested positioning for logo, tagline, or call to action



Bifold Menu

Document Size: 16.125" x 11.75"

Trim size: 16" x 11.625"

Safe Area: 14.75" x 11.05"

Flag Area: 1" wide

(area for coupons or extra photos)

Panels: 7" wide

(after cutting and folding)



QuadFold Menu

Document Size: 16.125" x 11.75"

Trim size: 16" x 11.625"

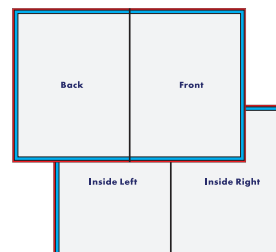
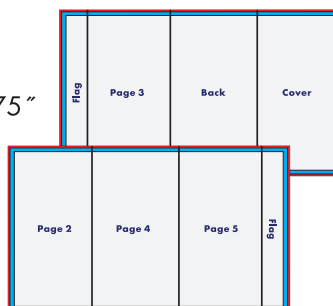
Safe Area: 15.75" x 11.375"

Flag Area: 1" wide

(area for coupons or extra photos)

Panels: 5" wide

(after cutting and folding)



Premium Bifold

Document Size: 16.125" x 11.75"

Trim size: 16" x 11.625"

Safe Area: 15.5" x 11.085"

Panels: 8" 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 directadvantagemegan@gmail.com (**if the file is too large to email, try using a free site like hightail.com to send larger files**)

If you have questions, please contact our Art Director (Megan Butler) by emailing directadvantagemegan@gmail.com or call our Graphics Department at 475-224-5013.