

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

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

IMPORTANT NOTES

- Color space should be CMYK. Make sure the document color space and all the elements within are set to CMYK, not RGB.
- Embed all Images. Make sure all images are embedded in the document.
- Stay within the Safe Area. No text, or important elements, should extend past the Safe Area dimensions.
- Be careful of the Trim Size. Nothing should end directly ON the trim line. Backgrounds should extend to the full Document Size.
- Convert all text to vector. Rasterize if you're not able to convert to vector. Or, send the font files used in the document to ensure accuracy.
- Double check all of the dimensions prior to sending your file. The dimensions of your finished file should match the Document Size.

Save the file as PDF format PDF_X-1a:2001.

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

Once your design is complete, email the PDF to directadvantagerich@gmail.com

(If the file is to 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"



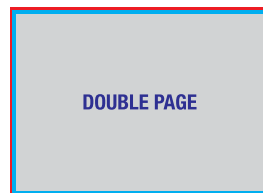
Full Page

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"



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: 7.125" x 7.25"
Safe Area: 6.375" x 6.75"
(The Safe Area starts 1/8" from bottom)



Bookmark (2-sided)

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

