

Direct Advantage

MAGAZINE

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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 graphics@directadvantagemail.com (If the file is too large to email, try using a free site like yousendit.com to send larger files)

If you have any questions, please call our Graphics Department at 203-230-8002 or contact our Art Director Rich Laskey by email at rich@directadvantagemail.com

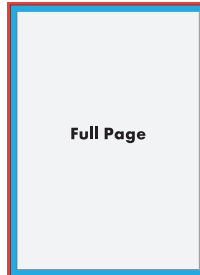
Half Page

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



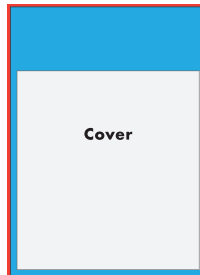
Full Page

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)

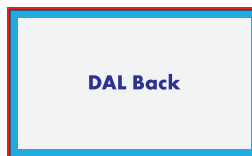
DAL Address Side

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.



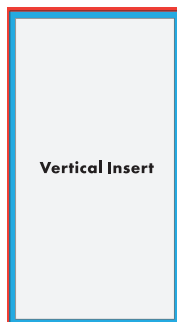
DAL Back Side

Document Size: 8.75" x 5.25"
Trim Size: 8.5" x 5"
Safe Area: 8" x 4.5"



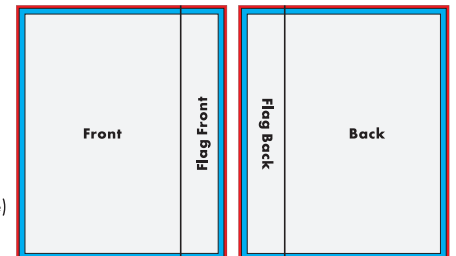
Insert - Vertical

Document Size: 7" x 12.125"
Trim size: 6.75" x 11.875"
Safe Area: 6.25" 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 10.625"
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)

