

Direct Advantage Magazine

www.directadvantagemail.com

Magazine

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

Half Page

Document Size: 7.0135" x 4.6"

Safe Area: 6.75" x 4.3"

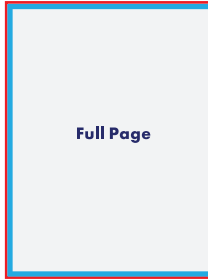


Full Page & Back Cover

Document Size: 7.75" x 10.375"

Trim size: 7.5" x 10.125"

Safe Area: 7" x 9.5"



Double Page

Document Size: 15.25" x 10.375"

Trim size: 15" x 10.125"

Safe Area: 14.5" x 9.5"



Cover

Document Size: 7.75" x 10.375"

Trim size: 7.5" x 10.125"

Safe Area: 5.8" x 9.5" (1" banner along right side)

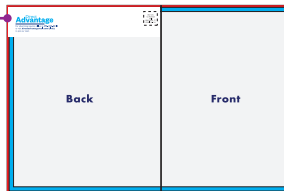
Wrap

Document Size: 14.5" x 10.375"

Trim size: 14.25" x 10.125"

Safe Area: 13.75" x 9.5"

Leave 1.9" white area starting from top of document for addressing



Panels: 6.625" wide and 7.625" wide (after cutting and folding)



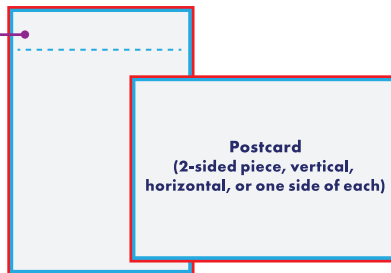
Postcard Insert

Doc. Size: 7.625" x 11.625"

Trim size: 7.375" x 11.375"

Safe Area: 6.875" x 10.875"

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



Bifold Menu

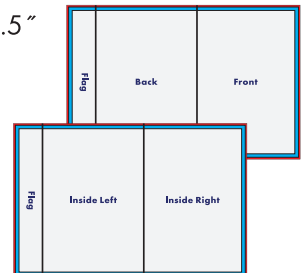
Document Size: 14.8625" x 11.5"

Trim size: 14.75" x 11.375"

Safe Area: 14.5" x 11.125"

Flag Area: 1" wide (area for coupons or extra photos)

Panels: 6.8625" wide (after cutting and folding)



QuadFold Menu

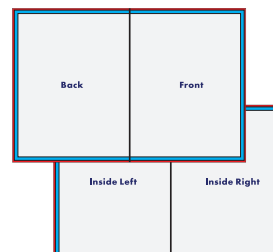
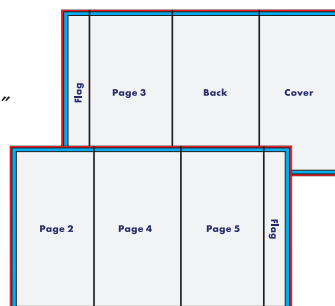
Document Size: 16.125" x 11.5"

Trim size: 16" x 11.375"

Safe Area: 15.75" x 11.125"

Flag Area: 1" wide (area for coupons or extra photos)

Panels: 5" wide (after cutting and folding)



Premium Bifold

Document Size: 14.8625" x 11.5"

Trim size: 14.75" x 11.375"

Safe Area: 14.5" x 11.125"

Panels: 7.375" wide (after cutting and folding)

Spec Sheet Connecticut

Includes all sizes for Direct Advantage Magazine, as well as Wraps 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 your designer or caitlin@directadvantagemail.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 (Caitlin Contaras) by emailing caitlin@directadvantagemail.com