

IMPORTANT NOTES

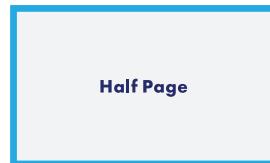
- Make sure the document color space and all the elements within are set to CMYK, not RGB
- Do not include Pantone colors. Convert them to their CMYK equivalent
- Avoid using images under 300dpi
- Make sure all images are embedded in the document
- **No text or important elements should go out of the "Safe Area." However, 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

- 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 Kalista@directadvantagemail.com **(If the file is too large to email, try using a free site like Dropbox.com or Google Drive to send larger files)**
- **If you have questions, please contact our Art Director, Kalista@directadvantagemail.com**

Half Page

Document Size:
7.0135" x 4.6"

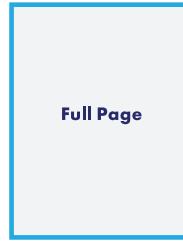
Safe Area:
6.75" x 4.3"



Full Page & Back Cover

Document Size:
7.75" x 10.375"

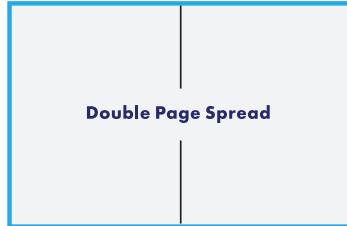
Safe Area:
7" x 9.5"



Double Page Spread

Document Size:
15.25" x 10.375"

Safe Area:
14.5" x 9.625"



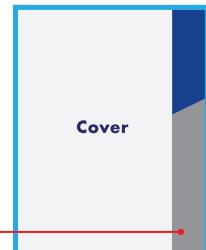
Front Cover

Document Size:
7.75" x 10.375"

Safe Area:
5.8" x 9.5"

Leave a 1.125" x 4" area at the top right for DA logo

Bottom right 1.125" x 6.375" banner suggested for logo, tagline or call to action

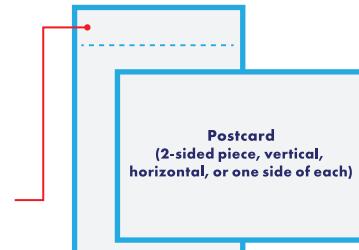


Vertical Postcard Insert

Document Size:
7.625" x 11.625"

Safe Area:
6.875" x 10.875"

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

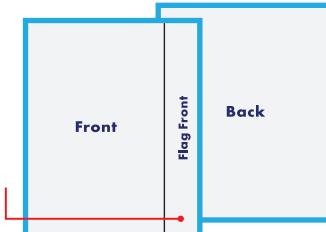


Horizontal Postcard Insert

Document Size:
8.875" x 10.375"

Safe Area:
7" x 9.625"

1.125" from trim on right suggested for logo, tagline or call to action

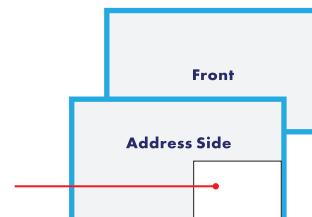


DAL Detached Address Label

Document Size:
9.75" x 6.25"

Safe Area:
9" x 5.5"

Leave a 4.375" x 3" white area for addressing



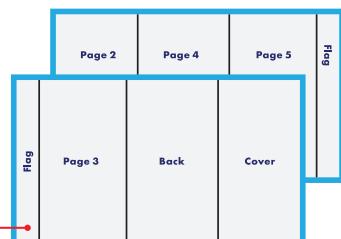
Quadfold Menu Insert

Document Size:
16.125" x 11.5"

Safe Area:
15.75" x 11.125"

Panels are 5" wide after cutting & folding

1" wide flag area optional for coupons/photos



Bifold Menu Insert

Document Size:

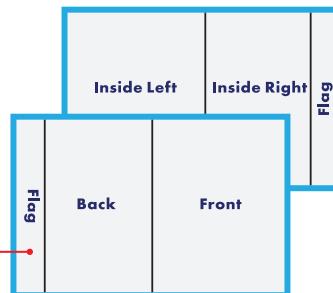
16.125" x 11.5"

Safe Area:

15.75" x 11.125"

Panels are 7" wide after cutting & folding

1" wide flag area optional for coupons/photos



Wrap

Document Size:

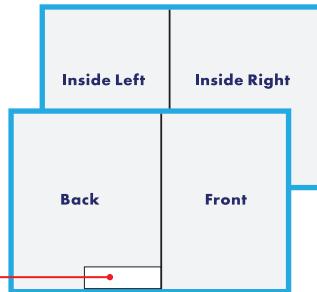
14.5" x 10.375"

Safe Area:

13.75" x 9.5"

Panels are 6.625" wide & 7.625" wide after cutting & folding

Leave 5.5" x 2" white area for addressing



Extra Large Wrap

Document Size:

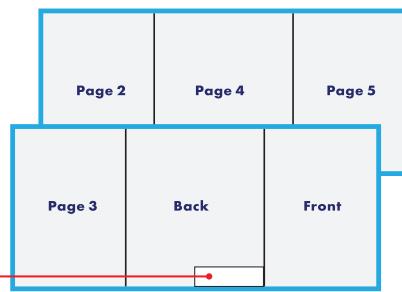
20.875" x 10.375"

Safe Area:

20.125" x 9.625"

Panels are 6.5" wide & 7.625" wide after cutting & folding

Leave 5.5" x 2" white area for addressing



Vertical Bifold Insert

Document Size:

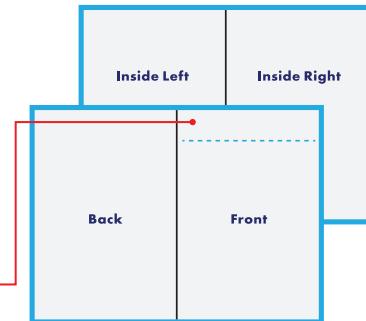
15" x 11.625"

Safe Area:

14.5" x 10.875"

Panels are 7.375" wide after cutting & folding

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



Vertical Trifold Insert

Document Size:

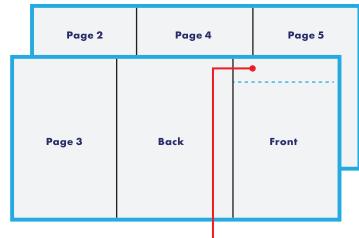
22.25" x 11.625"

Safe Area:

21.5" x 10.875"

Panels are 7.375" wide after cutting & folding

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



Horizontal Bifold Insert

Document Size:

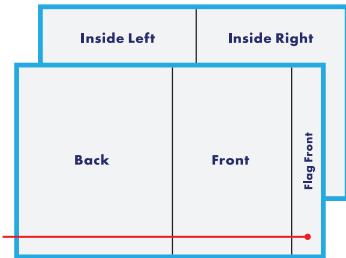
17.5" x 10.375"

Safe Area:

16.75" x 9.625"

Panels are 8.625" wide after cutting & folding

1.25" from trim on right suggested for logo, tagline or call to action



Horizontal Trifold Insert

Document Size:

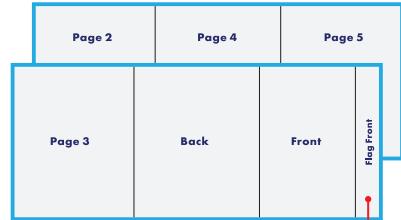
26.0625" x 10.375"

Safe Area:

25.3125" x 9.625"

Panels are 8.625" wide after cutting & folding

1.25" from trim on right suggested for logo, tagline or call to action



2026 ART DEADLINES

	Issue 1	Issue 2	Issue 3	Issue 4	Issue 5
NEW CLIENTS	Feb-Mar	Mar-Apr	Apr-May	May-Jun	Jun-Jul
EXISTING CLIENTS	JAN 30	FEB 27	MAR 27	MAY 1	MAY 29
	JAN 23	FEB 20	MAR 20	APR 24	MAY 22
NEW CLIENTS	Issue 6 Jul-Aug	Issue 7 Aug-Sep	Issue 8 Sep-Oct	Issue 9 Oct-Nov	Issue 10 Nov-Dec
EXISTING CLIENTS	JUL 3	JUL 31	SEP 4	OCT 2	OCT 30
	JUN 26	JUL 24	AUG 28	SEP 25	OCT 23