

## 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-1 a: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

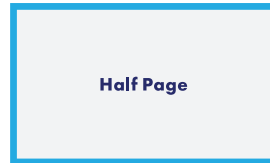
### Half Page

Document Size:

7.0135" x 4.6"

Safe Area:

6.75" x 4.3"



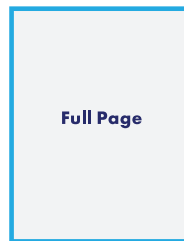
### Full Page & Back Cover

Document Size:

7.75" x 10.375"

Safe Area:

7" x 9.5"



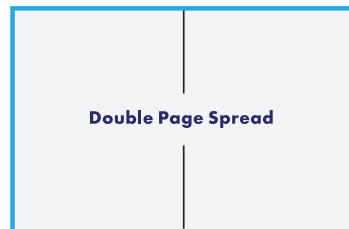
### Double Page Spread

Document Size:

15.25" x 10.375"

Safe Area:

14.5" x 9.625"



### Front Cover

Document Size:

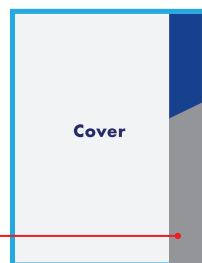
7.75" x 10.375"

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

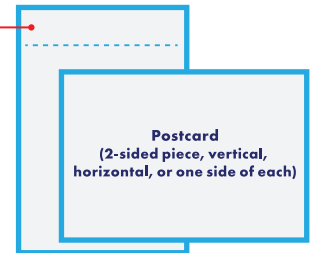
Document Size:

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

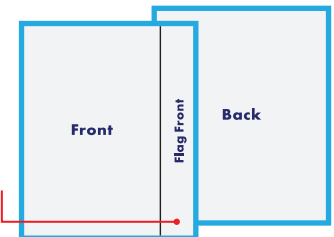
Document Size:

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



### Plus One Postcard Insert

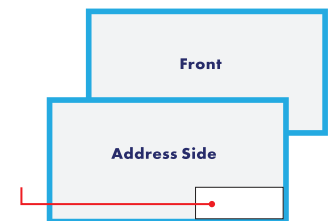
Document Size:

11.25" x 6.25"

Safe Area:

10.5" x 5.5"

Leave a 4.125" x 2" white area for addressing



### Quadfold Menu Insert

Document Size:

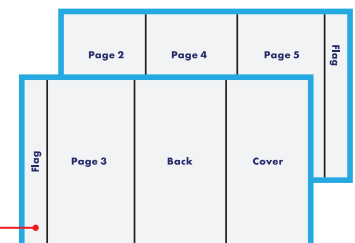
16.125" x 11.5"

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:

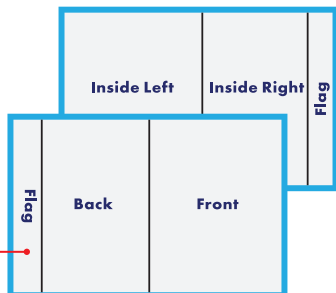
16.125" x 11.5"

Safe Area:

15.75" x 11.125"

Panels are 7" wide after cutting & folding

1" wide flag area optional for coupons/photos



## Vertical Trifold Insert

Document Size:

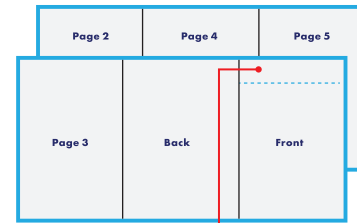
22.25" x 11.625"

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



## Wrap

Document Size:

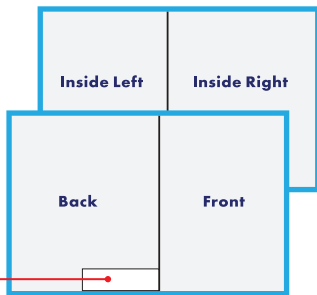
14.5" x 10.375"

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



Wrap Front Cover:

Document Size: 6.875" x 10.375"

Safe Area: 6.125" x 9.625"

Wrap Back Cover:

Document Size: 7.875" x 10.375"

Safe Area: 7.125" x 9.625"

## Horizontal Bifold Insert

Document Size:

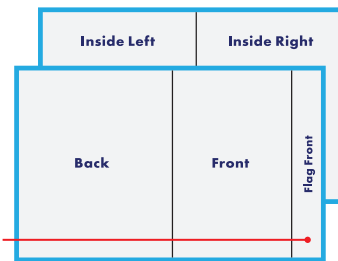
17.5" x 10.375"

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



## Extra Large Wrap

Document Size:

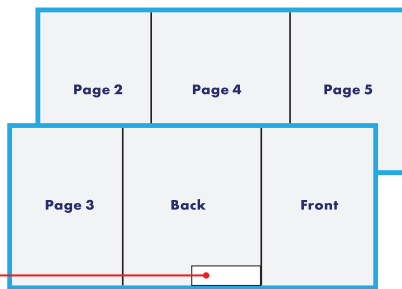
20.875" x 10.375"

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



## 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



## Vertical Bifold Insert

Document Size:

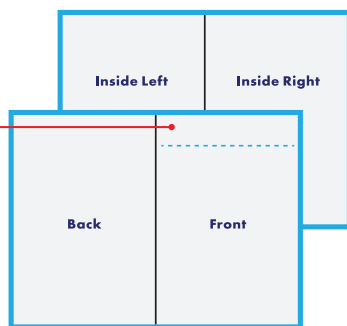
15" x 11.625"

Safe Area:

14.25" 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



## 2026 ART DEADLINES

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