

# FILE REQUIREMENTS & INSTRUCTIONS



## Ad Dimensions:

<b>Full Page:</b>	<b>6.25" x 9.75"</b>
<b>Back Cover:</b>	<b>6.25" x 8"</b>
<b>Half Page:</b>	<b>6.25" x 4.5"</b>
<b>Peek-A-Boo 1:</b>	<b>3.25" x 3.75"</b>
<b>Peek-A-Boo 2:</b>	<b>3.25" x 5"</b>
<b>SuperFlash:</b>	<b>2.75" x 7.5"</b>
<b>DAL Front:</b>	<b>8.5" x 5"</b> add .125" bleed all around
<b>DAL Back:</b>	<b>3.5" x 4.25"</b>
<b>Spadea/Pop Up:</b>	<b>4" x 10.625"</b> add .125" bleed all around
<b>OTT:</b>	<b>6.125" x 11.5"</b> add .125" bleed all around
<b>Pop Out:</b>	<b>6.75" x 10.125"</b>
<b>Pop Out Tab:</b>	<b>.625" x 10.125"</b>

The above dimensions are for the printable area of the ad.

Any area bleeding beyond this area will be trimmed and will not print.

You do not need to provide a bleed area, except for the spadea, pop-up & postcards.

## File Formats Accepted

We accept the following high resolution files.  
PDF, TIF, TIFF, JPG, JPEG & EPS

## File Resolution:

**300 dpi MINIMUM (High Resolution)**

PDF Files MUST be Flattened to preserve font structure or fonts must be converted to outlines. Please DO NOT embed photos or artwork in Microsoft Word document. Send only the image file itself.

\*IF A WEB IMAGE OR LOW RESOLUTION IMAGE ARTWORK IS REQUIRED FOR YOUR PRINTED AD, WE WILL NOT BE RESPONSIBLE FOR THE RESULTING PRINTING QUALITY OR ANY COPYRIGHT INFRINGEMENT OF SUCH ARTWORK.



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