



## Advertising Specifications

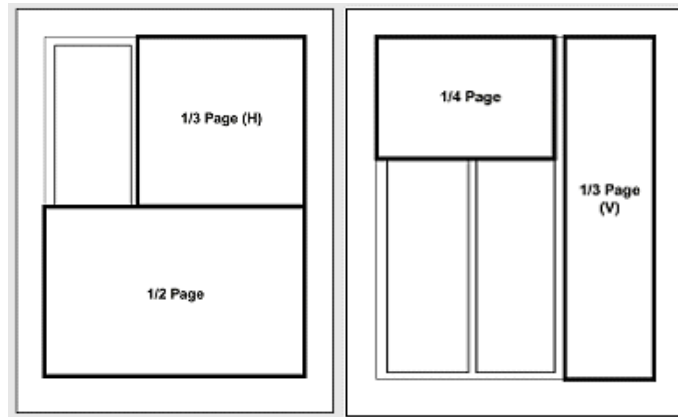
*Full color ads accepted. All colors will be printed as 4C process. No spot colors.*

<b>Line Screen:</b>	133
<b>Maximum Density:</b>	300%
*Only full-page ads may bleed.	
<b>Live Area:</b>	7 1/2" x 10"
<b>Trim Area:</b>	8 1/2" x 10 7/8"
<b>Bleed:</b>	1/4" bleed on all 4 sides

### Ad Sizes

<b>Full page</b>	8 1/2 x 10 7/8	(bleed – see above for specs)
<b>1/2 page</b>	7 x 4 9/16	(non-bleed)
<b>1/3 page (horiz.)</b>	4 1/2 x 4 9/16	(non-bleed)
<b>1/3 page (vert.)</b>	2 1/4 x 9 1/8	(non-bleed)
<b>1/4 page</b>	4 1/2 x 3 1/4	(non-bleed)

### Advertising Layout



DTC Perspectives, Inc., 477 Route 10 East, Suite 201, Randolph, NJ 07869  
 Phone (973) 328-9997 Fax (973) 328-9998

[www.dtcperspectives.com](http://www.dtcperspectives.com) [www.dtcnational.com](http://www.dtcnational.com) [www.dtcevents.com](http://www.dtcevents.com)

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## **General Requirements**

1. Ads should be sent on CD, saved in **Adobe Photoshop as an .eps file or PDF/X-1A** – 300dpi, CMYK. If you would like to e-mail your ad, please contact Lori Hnatov before e-mailing (973-984-3454 or [hnatov@visioncreativegroup.com](mailto:hnatov@visioncreativegroup.com)).
2. Full page ads must be 100% of actual size WITH BLEED. All other size ads must be 100% of actual size WITH NO BLEED.
3. **No fonts** or other files should be included. **No spot colors or DCS files** will be accepted.
4. A color printout of the ad, made from a final file, must accompany each disk. The printout AND disk should have the name of the advertiser, along with the name and phone number of a contact person.
5. Any artwork that needs to be reworked due to noncompliance with the specifications listed here will be returned to sender and a new file will be requested. **We are unable to make changes.**
6. No cancellations after closing date.

### **Disks should be sent directly to:**

Vision Creative Group, Inc.

Attn: Lori Hnatov

240 Cedar Knolls Road, Suite 104

Cedar Knolls, NJ 07927

(973) 984-3454

[hnatov@visioncreativegroup.com](mailto:hnatov@visioncreativegroup.com)

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