



P E R S P E C T I V E S

Advertising Specifications

General Requirements

- All ads should be sent as Acrobat PDF/X-1a compliant files. Advertiser will be informed if file is non-compliant and will be asked to re-submit.
- All colors will be printed as 4C (CMYK) process. No spot colors or DCS files will be accepted. Line Screen: 133. Maximum Density: 300%
- No cancellations after closing date.

Submission Requirements

ARTWORK:

E-mail files under 20mb to:

Jim Ticchio: jim@directm.com

FTP files over 20mb to:

Host: a678230.sites.myregisteredsite.com

User Name: directm

Password: directm1 (case sensitive)

Mail CDs to*:

Direct Media Advertising

73 Glenmere Terrace

Mahwah, NJ 07430

Attn: Jim Ticchio

* Please include name of advertiser and contact information with mailed submissions.

PROOFS AND INSERTION ORDERS:

A PDF proof and/or color printout of the ad, made from the final file, must accompany each submission. Please include name of advertiser and contact information with mailed submissions.

DTC Perspectives, Inc.

110 Fairview Ave, Suite 4

Verona, NJ 07044

Attn: Stacey Hagenbush

Stacey@dtcperspectives.com

973-377-2106 ext. 225

Ad Specifications

FULL PAGE ADS:

Publication Trim Size: 8.5" w x 10.875" h

Live Area: 7.5" w x 10" h

Bleed: Add .125" to all four sides

BELLY BAND ADS:

Publication Trim Size: 19" w x 6" h

Live Area: 16" w x 5.5" h

Bleed: Add .125" to all four sides

FRACTIONAL ADS:

(All Fractional Ads are Non-Bleed)

1/3 Page (Horizontal): 7.25" w x 3.25" h

2/3 Page (Horizontal): 7.25" w x 6.375" h

1/2 Page (Horizontal): 7.25" w x 4.875" h

1/2 Page (Vertical): 3.5" w x 9.625" h

1/4 Page (Vertical): 3.5" w x 4.875" h