



Paint & Decorating Retailer is published monthly by Paint & Decorating Retailers Association
1401 Triad Center Drive, St. Peters, MO 63376.

ABC CIRCULATION: 19,446 average per June 2009 audit, including Canada.

Advertising Sales Offices:

Dan Simon

Director of Sales & Publisher

St. Peters, Missouri

800-737-0107 Cell: 636-795-5321

Fax: 636-229-4753

Tony Sarantakis

Account Executive

Chicago, Illinois

847-934-9515

Fax: 847-934-2494

Allen Rigby-CANADA

Account Executive

Midhurst, Ontario

Cell: 705-321-0198

Fax: 705-733-2872

Production Director: Jo Ann Ray 800-737-0107 E-mail: jo@pdra.org

Ad Dimensions (in inches)

NOTE: PDR is perfect-bound, with a final trim size of 8.125 x 10.875 inches.

Full page ads8.125 x 10.875

(add 0.125 (1/8") bleed on any side that bleeds)

Fractional ads: (Build to exact size-NO bleed)

2/34.5 x 10

1/2 Horizontal7 x 4.875

1/2 Vertical3.375 x 10

1/2 island.....4.5 x 7.5

1/3 Square4.5 x 4.875

1/3 Vertical2.125 x 10

1/4 Square3.375 x 4.875

1/6 Vertical2.125 x 4.875

Ad Requirements

Paint & Decorating Retailer magazine is produced in QuarkXPress on the Mac OS.

Full-page ads: Supply InDesign files.

Fractional ads: Supply QuarkXPress files.

All ads: Supply CMYK files. Include image files, and printer and screen fonts. Convert fonts to outline in vector-based files. Save CMYK images as EPS with preview or TIFF format at 266 ppi.

PDF files: Create PDFs to be compatible with Acrobat 1.3. Include native files (and fonts) so that adjustments may be made as needed.

NOTE: A proof is required with all ads.

Sending Ads Via Email or Internet

Email: Ads may be emailed to jo@pdra.org if file size is 5MB or smaller.

Secure File Exchange: For files larger than 5MB, go to www.pdra.org, click on SEND FILES, choose Secure Upload and follow the instructions.

National and Regional Inserts

Contact Dan Simon at 800-737-0107 for rates.

Special Position

Full page or half page position only, guaranteed: Extra 10% of space charge.

Agency Commission

15% net 30 days. No commission on accounts over 30 days past due. Publisher may hold advertiser and its agency jointly and severally liable for all sums due and payable to publisher.

Services performed by publisher are non-commissionable. No cash discount.



Uniting suppliers and dealers for forty-six years