

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



**18,917 average per June 2011 audit, including Canada.**

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**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 ads .....8.125 x 10.875

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

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

2/3 .....4.5 x 10

1/2 Horizontal .....7 x 4.875

1/2 Vertical .....3.375 x 10

1/2 Island .....4.5 x 7.5

1/3 Square .....4.5 x 4.875

1/3 Vertical .....2.125 x 10

1/4 Square .....3.375 x 4.875

1/6 Vertical .....2.125 x 4.875

## Ad Requirements

Paint & Decorating Retailer magazine is produced using InDesign CS4 on Mac OS X.

**Full-page ads:** Supply InDesign CS4 or PDF files.

**Fractional ads:** Supply InDesign CS4 or PDF files.

All ads: CMYK only. Include image files, 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](http://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.

**Paint & Decorating**  
**RETAILER** (800) 737-0107

*Uniting suppliers and dealers for 47 years*