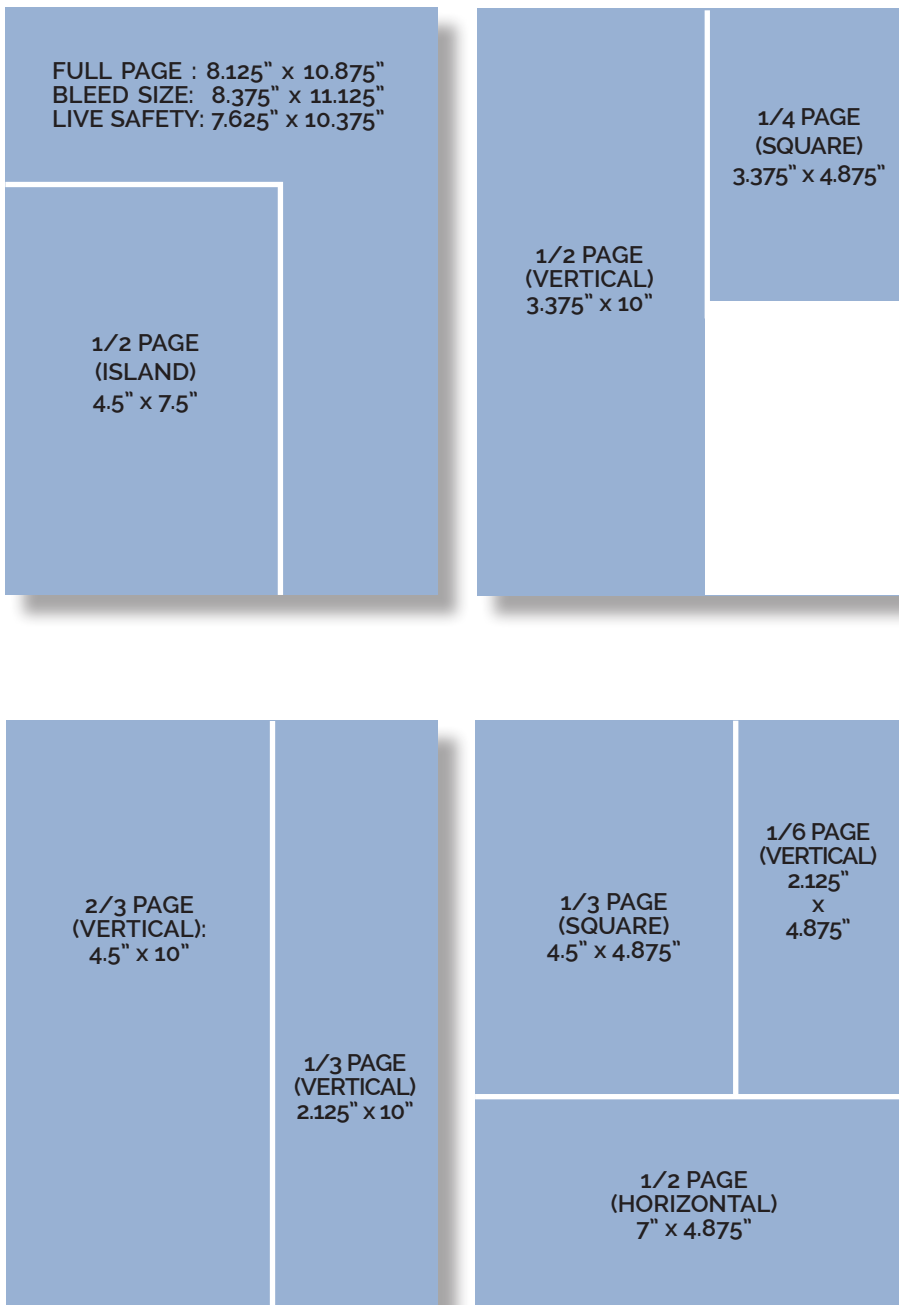


AD SPEC SHEET

Paint & Decorating Retailer | 2018 Media Kit



PRODUCTION GUIDELINES

FILE FORMATS

Preferred format is high resolution PDF (300 dpi).

MARGINS AND LIVE AREA

Final Trim: 8.125" x 10.875". Perfect bind. Add 1/8" bleed (.125") on any size that bleeds. Keep live matter at least 1/2" (.5") from final trim to avoid copy or images getting lost in gutter or too close to trim.

COLOR

All color, including photos, must be 4-color CMYK. Convert any spot colors to CMYK. We cannot accept RGB.

FONTS

All fonts must be included with InDesign or Illustrator files. We cannot guarantee legibility of reverse type that is smaller than 6 points.

IMAGES

All images should be high resolution (300 dpi) and included with all design documents. We cannot accept web images that have been manipulated to a higher resolution.

WHERE TO SEND FILES

Email: If file size is 5 MB or smaller, send to brandi@pdra.org.

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

COMBO PACKAGES (Internet, Inserts, etc.)

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

SPECIAL POSITION

Only full page or half page position guaranteed. Extra 10% of space charge.

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