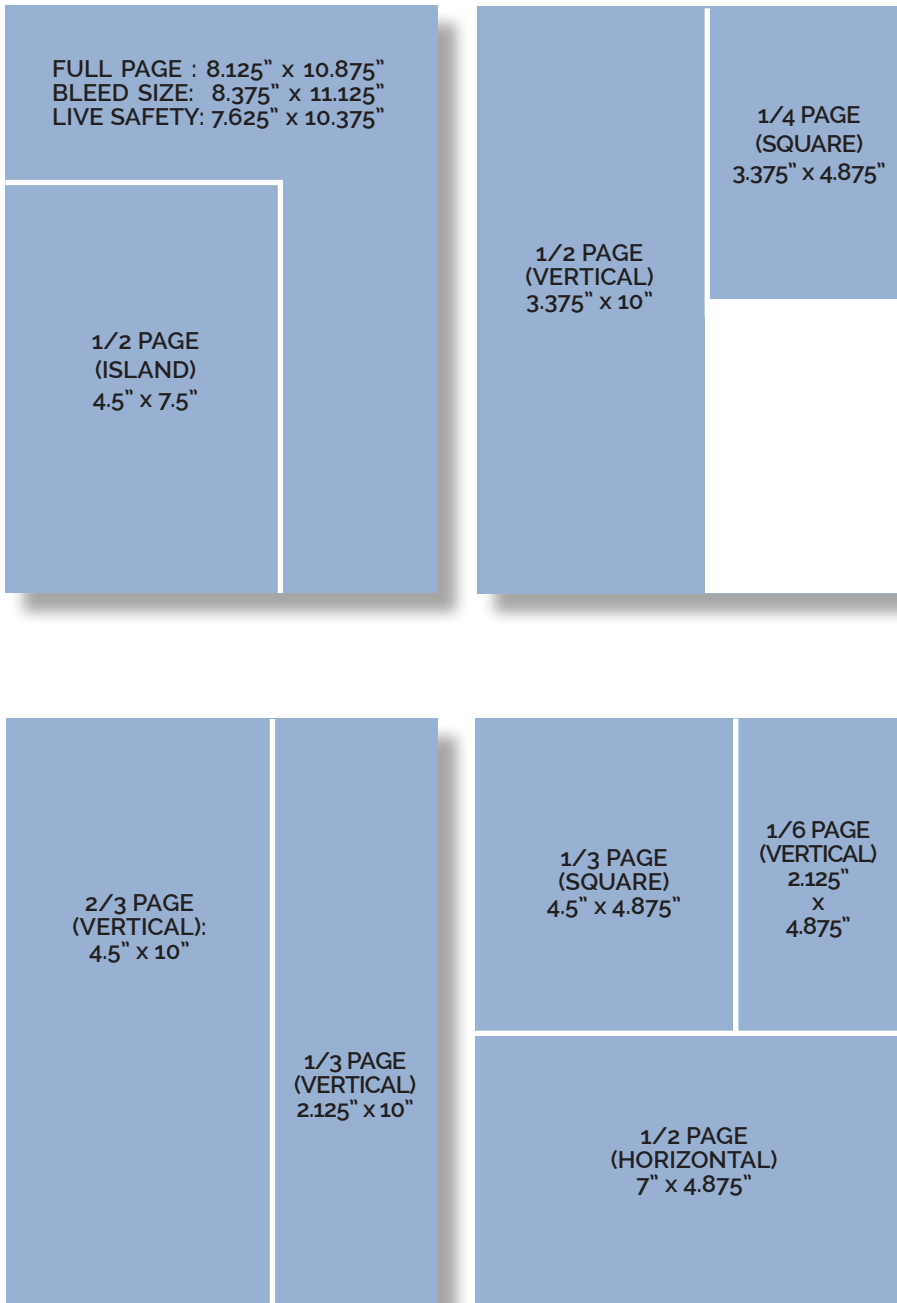


# AD SPEC SHEET

Paint & Decorating Retailer | 2019 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.

**Dropbox File Exchange:** For files larger than 5 MB, go to [www.pdra.org](http://www.pdra.org), click on SEND FILES and follow the instructions.

### COMBO PACKAGES (Internet, Inserts, etc.)

Contact your sales rep 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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