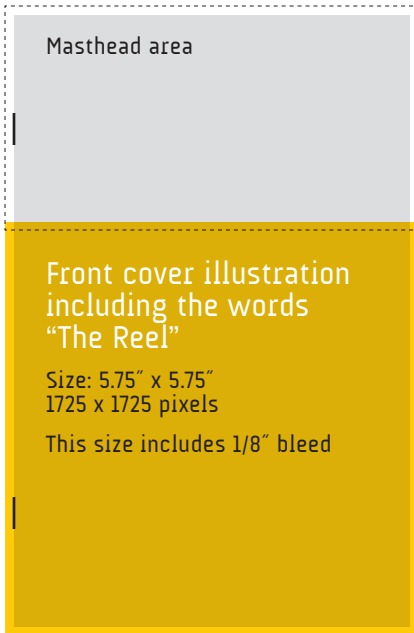


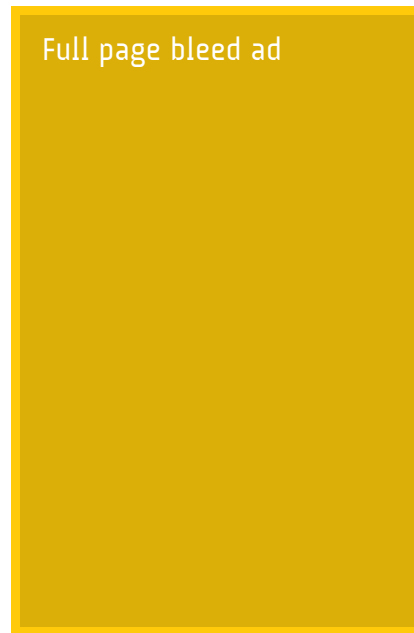
DPA NEWSLETTER **The Reel**

ADVERTISING SPECS

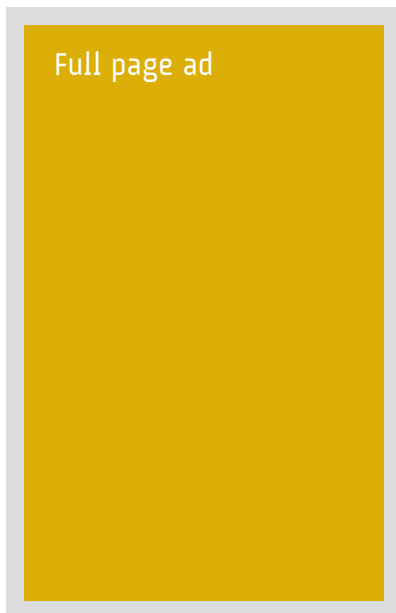
Effective 29 October 2009



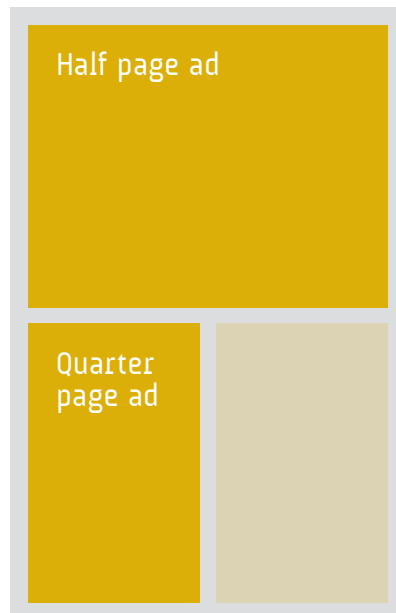
Trim size
5.5" x 8.5"



Full page bleed ad
5.75" wide x 8.75" tall
34p6 wide x 52p6 tall
414 pts x 630 pts



Full page ad
5" wide x 8" tall
30p0 wide x 48p0 tall
360 pts x 576 pts



Half page ad
5" wide x 3.875" (3-7/8") tall
30p0 wide x 23p3 tall
360 pts x 279 pts

Quarter page ad
2.375" (2-3/8") wide x 3.875" (3-7/8") tall
14p3 wide x 23p3 tall
171 pts x 279 pts

PRODUCTION NOTES

Trim size: 5.5" x 8.5"
Bindery: saddle stitch on 8.5" edge
Uncoated stock

AD SIZES

See diagrams at left.

AD FORMATS

- **Press ready pdf (preferred)**
cmyk, fonts converted to paths
- **Press ready jpg or tif**
cmyk, 300 dpi
- No Word docs or native files accepted

ADDRESS

Email ads to
editor@dallasproducers.org

Please include complete contact information so we can contact you if there are issues with your ad.

We appreciate your support of the Dallas Producers Association.



editor@dallasproducers.org
dallasproducers.org