

Doll-McGinnis Publications

8848 BEVERLY HILLS ROAD • LAKELAND, FL 33809-1604 • 863-858-3839 • ADS@DMCG.COM

MAGAZINE SPECS

- 150 Line Screen
- Trim size: 8.25" x 10.75"
- Printing method: sheet-fed offset

AD SPECS

- Full page **trim** size: 8.25" x 10.75"
(+ .125" bleed: 8.5" x 11")
- 2 page spread **trim** size: 16.5" x 10.75"
(+ .125" bleed: 16.75" x 11")
- Half page horizontal: 7.25" x 4.75" (no bleed)
- Half page vertical: 3.5" x 9.75" (no bleed)

PRODUCTION REMINDERS

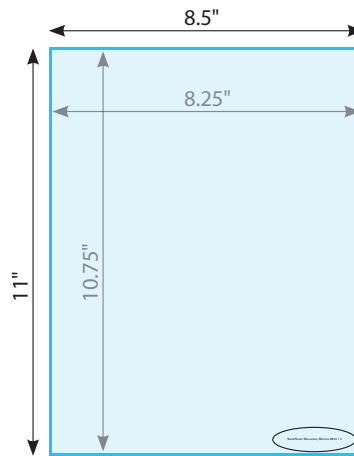
- Files should be built using the CMYK (or gray-scale, when applicable) color mode, rather than RGB. RGB files will be converted to CMYK.
- Overprint should never be used. If used as an effect, your ad will not print as expected.
- All images should be 300 dpi.
- Do not send files with embedded images; send art and images as attachments.
- InDesign templates are available by request.
- Please keep all important text (and images when applicable) at least .25" away from the trim edge.

ACCEPTABLE FILE FORMATS

- High resolution PDF
- High resolution .jpg, .tiff or .eps
- InDesign CS6 or earlier (must include fonts and links with native InDesign file)
- QuarkXpress (must include fonts and links with native Quark file)
- Photoshop CS6 or earlier

MEDIA ACCEPTED

- CD or DVD
- Email files under 10 MB total
- Call or email for FTP information

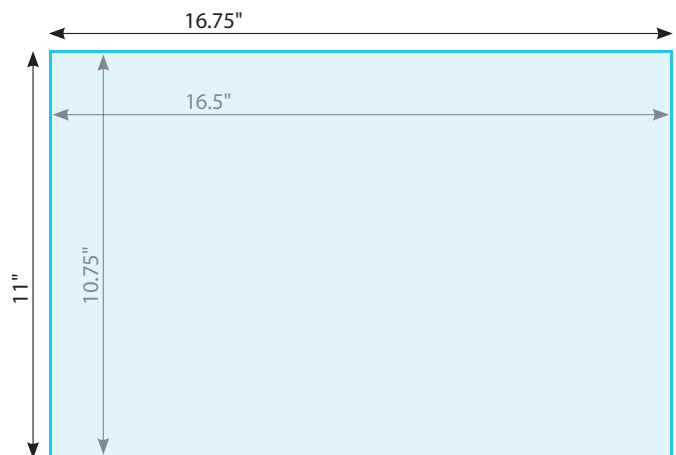


Full Page Ad

Light blue represents trim size of page.
Dark blue represents the bleed that is needed for all ads that intend to bleed.

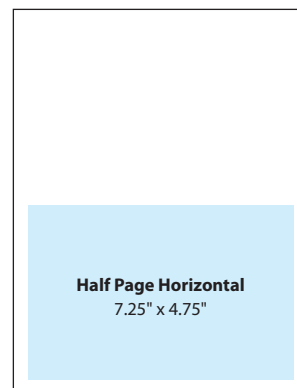
Folios

Page numbers are added to each page of the magazine. Please keep important text and graphics at least .45" away from the bottom of the ad.

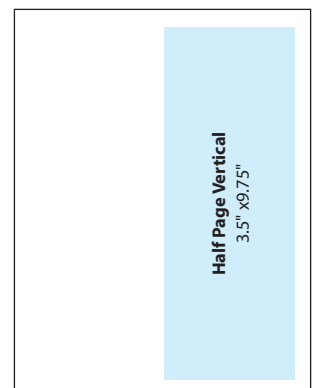


2 Page Spread

Light blue represents trim size of page.
Dark blue represents the bleed that is needed for all ads that intend to bleed.



Half Page Horizontal
7.25" x 4.75"



Half Page Vertical
3.5" x 9.75"