

MECHANICAL SPECIFICATIONS

Magazine Trim Size: 8.125" x 10.875" (inches) Magazine Bleed Size: 8.625" x 11.375" (inches). Live Area is .5" in on all four sides. Bleed is .25" on all four sides. Rich black is C=60, M=30, Y=30, K=100.

NON BLEED UNITS IN INCHES	WIDTH	HEIGHT
Spread (2 pages)	15.250	9.875
1/2 Page Horizontal Spread	15.250	4.875
Full Page	7.125	9.875
2/3 Page Horizontal	7.125	5.750
2/3 Page Vertical	4.690	8.600
1/2 Page Vertical	4.690	7.500
1/2 Page Horizontal	7.125	4.875
1/3 Page Vertical	2.250	8.600
1/3 Page Square	4.700	4.700
1/4 Page	3.600	4.300
Showcase (1/6 Page)	2.125	4.250
Classified	2.125	1, 2, 3
Target Charts Full Ad	2.24	4.19
Target Charts Half Ad	2.24	2.69
Product Center	3.50	2.30
1/2 Page Buyers Guide Ad (Horizontal Only)	7.125	4.87
1/4 Page Buyers Guide Ad (Vertical Only)	3.60	4.30

BLEED UNITS IN INCHES*	WIDTH	HEIGHT
Spread (2 Pages)	16.750	11.375
Full Page	8.625	11.375
2/3 Page Vertical**	5.400	11.375
1/2 Page Horizontal ***	8.625	5.657
1/2 Page Horizontal Spread***	16.750	5.657

*ALL units have a .25" bleed incorporated in the measurement
 **Units shown include an added .25" bleed to ONE side, top and bottom
 *** Units include an added .25" bleed to TWO sides and bottom

HOW TO SUPPLY ARTWORK:

All ads need to be sent in digital format. Below you will find guidelines to supply us with the artwork for your ads. If you have any questions or concerns, please feel free to contact your sales representative.

ACCEPTABLE ELECTRONIC ART INCLUDES:

- High-resolution PDF created with the **PDF/X-1a:2001** setting, with all image used at a resolution of **300 dpi** or higher and embedded
- Illustrator EPS files, with all fonts outlined and all artwork embedded and converted to CMYK. Pantone colors will not print properly and **MUST BE CONVERTED** to CMYK process

All submissions should include a high-resolution PDF to allow us to check for color and/or font drops. DPS cannot be held responsible for improperly prepared files if a PDF is not sent.

When Sending Disc include a color printout of ad and a laser printout of what the disc contains. Acceptable discs are CDs.

MAIL ALL ARTWORK AND PROOFS TO: *DPS MAGAZINE* C/O ROCKPORT CUSTOM PUBLISHING, 100 CUMMINGS CENTER, SUITE 321E, BEVERLY, MA 01915

FTP UPLOADING:

Ads under 20MB stuffed (.sit file size), can be sent via FTP to our customer site. Please stuff all files into one .sit document. Please name all stuffed files with advertiser name. **All case sensitive. URL: <ftp://rcppubs.com>**
Username: f230730.rockport Password: RCP-publications

WEB SPECIFICATION: JPEG or GIF Format at 72 dpi

- Super Leaderboard**970x90 pixels, Max 40K
 - Wide Skyscraper**..... 160x600 pixels, Max 40K
 - Banner**..... 468x60 pixels, Max 15K
 - Big Box Unit**.....300x250 pixels, Max 30K
 - Button**..... 120x60 or 120x100 pixels, Max 4K
 - Buyers Guide Logo**..... 125x125 pixels, Max 4K
- Note: Maximum run time for Flash or video is 15 seconds.*

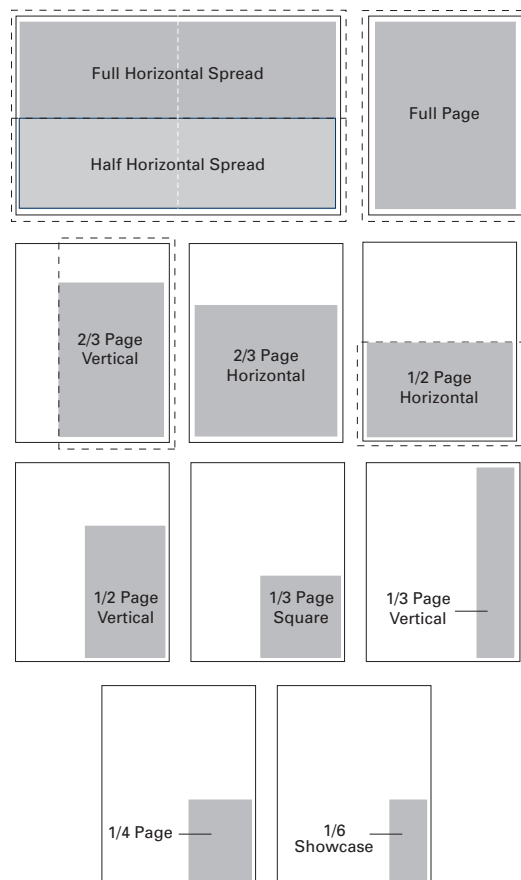
SITE CHANNEL SPECIFICATIONS

- Company Logo for Navigation Bar**..... 180x45 pixels
- Big Box Unit**.....300x250 pixels

DIGITAL EDITION SPONSORSHIP SPECIFICATIONS

- Company Logo**..... Max height .75"
Max width 1.75" at 300 dpi
- Newsletter Banner**..... 468x60 pixels, Max 15K

Solid Gray Represents Approximate Ad Size
 Dotted Line Represents Bleed Units



Advertising
 978-921-7850
sales@dpsmagazine.com

Editorial
 978-921-7850 ext.14
edit@dpsmagazine.com

Art Department
 978-921-7850