dps 2019
MECHANICAL SPECIFICATIONS
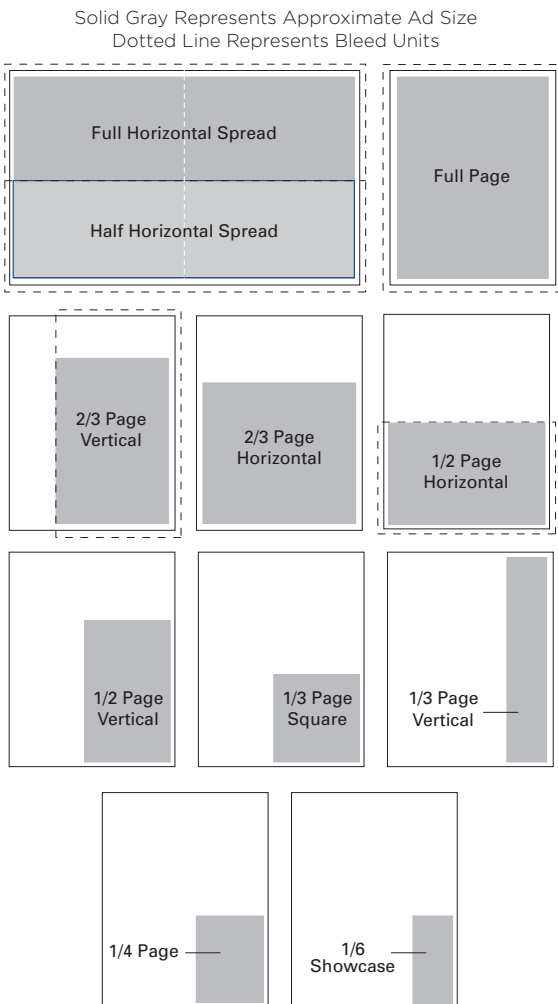
Magazine Trim Size: 8.125″ x 10.875″ (inches)

Magazine Bleed Size: 8.625″ x 11.375″ (inches)

There is a .25″ bleed on all sides of the page.

Live Area: Keep all important text and images at least 0.5″ (inches) away from the trim on all sides.

Rich Black: C=60, M=30, Y=30, K=100.

Solid Gray Represents Approximate Ad Size
Dotted Line Represents Bleed Units

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

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

OF NOTE:
- The username and password are both case-sensitive. Please include the name of the company in the file name, so the file is easily identified.
- Copy and paste images into the "Incoming Files" folder, then the "DPS" folder.
- Please make sure files are 300 dpi or higher.
- If you are using a MAC, you will need Fetch software for the site to work properly. If you do not have the proper software, you can download a trial version of Fetch at: http://fetchsoftworks.com/

DPS is not responsible for improperly prepared ads, however, every ad is preflighted before being placed and every effort possible is made to make sure ads run correctly. The advertiser will be notified of incorrectly prepared ads.