

DaytonDefense

ADVERTISING SPECIFICATIONS

DEADLINE

June 30, 2021

2 PAGE AD (1 Full Page Spread)

The live area is: 10" x 16" Please allow for a 1" bindary gutter in the middle of spread.

Note: Any text or artwork in the bindary gutter or outside the live area may not be visible due to binding shift.

The trim size is: 11" x 17"

The bleed size is: 11.5" x 17.5"

FULL PAGE AD

The live area is: 7.5" x 10" Note: Any text or artwork outside this area may not be visible due to binding shift.

The trim size is: 8.5" x 11"

The bleed size is: 9" x 11.5"

HALF PAGE AD

The live area is: 7.5" x 4.5" Note: Any text or artwork outside this area may not be visible due to binding shift.

The trim size is: 8.5" x 5.5"

The bleed size is: 9" x 6"

QUARTER PAGE AD

The live area is: 3.25" x 4.5" Note: Any text or artwork outside this area may not be visible due to binding shift.

The trim size is: 4.25" x 5.5"

The bleed size is: 4.75" x 6"

FORMAT

All files MUST be 4 color process (CMYK) at 300 dpi and created with full bleeds.

Accepted file types: pdf, eps, tiff, psd, indd, ai

Preferred applications: Photoshop, Illustrator, InDesign

Please outline or include font files (ttf or postscript) and all links.

SUBMISSION

If the zipped folder is 30Mb or smaller, please email it to kris.kaiser@arctos-us.com.

If your files are larger than 30Mb, please email kris.kaiser@arctos-us.com to request an upload link.

QUESTIONS

Please call or email:

Kris Kaiser

ARCTOS

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