



**District
Publishing**

Artwork Specifications

50495 Corporate Dr., Suite 112
Shelby Township, MI 48315-2926
(586) 884-2400
www.districtpublishing.com

We are happy to place your supplied artwork, logo or other graphic element in your reserved advertising space. However, it is important that you provide us with artwork in the correct format. Please read through the following guidelines before supplying your artwork to District Publishing.

Ad Sizes

- **Three-Panel centerfold:** 26.5" wide x 12" tall, plus 0.125" bleeds, (no gutter since can only be centerfold or front/back page fold out)
- **Centerfold ads:** 18" wide x 12" tall, plus 0.125" bleeds
- **Two-Page spread:** 17.25" wide x 11.25" tall, plus 0.125" bleeds (allow 0.625" gutter along both sides of the fold—no text in gutter)
- **Premium ads:** 9" wide x 12" tall, plus 0.125" bleeds
- **Full page:** 8.25" wide x 11.25" tall, no bleeds
- **Half page:** 8.25" wide x 5.5" tall, no bleeds
- **Quarter page:** 4" wide x 5.5" tall, no bleeds

Digital Files

- Preferred ad file formats: EPS, TIFF, or high-resolution PDF
- Preferred logo file format: Adobe Illustrator EPS (vector based)
- Alternate logo file formats: TIFF, EPS (Adobe Photoshop, Macromedia Freehand, etc.), or PDF
- Four-color process (CMYK)
- Minimum resolution 300 DPI (dots per inch) at full size (**artwork from Web pages is not acceptable**)
- Include font files for all text used in the artwork

Digital files may be **emailed*** (if smaller than 10MB) to graphics@mydpproject.com or **uploaded*** (if larger than 10MB) to our website at <http://www.mydpproject.com/submit-files/>

***Be sure to include the project name, your business name, contact information, and Project ID along with your email or upload.**

Questions?

Call and ask to speak to your Account Executive regarding artwork specifications.

Information

District Publishing maintains accepted print-production industry standards in terms of color reproduction and print quality. However, due to the limitations of proofing devices and the print process, and the inevitable variation in computer monitor displays, District Publishing cannot guarantee the printed product will exactly match the color as represented in proofing. The printed product will be produced using "pleasing color" guidelines as determined by District Publishing.

