

Damron City Guide

Display Ad Specifications

Please submit digital art in one of the following formats: TIF, JPEG, EPS, PDF (CMYK or GRAYSCALE at 300 dpi), Adobe Illustrator (all text converted to outline), Quark Xpress (accompanied by all embedded images and fonts).

We are MAC based. If you will be creating your ad on a PC, please call or email Kathy Pratt (art@damron.com) for further guidance in submitting your art. Detailed specs can be found at:

damron.com/working_us/specs/adinfo.html

Ads which are not sized to the specifications above are subject to an art charge of at least \$100 in compensation for prep work.

Important: We must receive a signed-and-dated model release for each face depicted in all ads. If an image is a royalty-free stock photo, the ad must be accompanied by a statement describing its origin and the advertiser's usage rights.

Custom Ad Design:

Damron offers custom ad design, starting at only \$150. Please inquire.

Ad Sizes

Third-Page: 5" wide x 2.5" tall

Half-Page: 2.375" wide x 7.75" tall

Regular Full-Page: 5" wide x 7.75" tall

Full-Page w/ Bleed: 6" wide x 9" tall **INCLUDES** .25" bleed

Economy box ad

We will build the color ad for you—saving you graphic-design fees. Send us your company logo and advertising text.

Questions?

Call (800) 462-6654 or email art@damron.com