

MCD Media Publications

Artwork and Advertising Specifications & Guidelines

Electronic files in Adobe Acrobat [PDF] are preferred –most current graphics software accepted. Send cd-rom with related files and fonts saved along with paper proof. If sending via e-mail (mdavids@condolifestyles.net). Please ensure that when you create your PDF, you use the highest quality print setting. EPS, TIFF files also accepted.

Microsoft files are not compatible with MCD Media graphics software. Production charges apply to all artwork that require pre-press modifications or re-creation. Submitted electronic files should be created at 300 dpi minimum. Images forwarded direct from internet sites cannot be accepted. Internet files are rarely high enough resolution for print quality.

1. **Publication trim size:** 8 ½" x 11"
2. **Printing is web offset and saddle-stitched.**

3. Publication ad sizes:

AD SPEC	INCHES	PICAS
1/3V	2.333 x 9.75	14 x 58p6
Half Page V	4.917 x 7.25	29p6 x 43p6
1/4V	3.625 x 4.875	21p9 x 29p3
Half Page T	3.625 x 9.75	21p9 x 58p6
1/6H	4.917 x 2.5	29p6 x 15p
1/12SQ	2.333 x 2.5	14 x 15p
1/4H	4.917 x 3.5	19p6 x 21p
1/5V	2.333 x 3.5	14 x 21p
1/3H	7.5 x 3.25	45 x 19p6
1/3SQ	4.917 x 4.625	29p6 x 27p9
1/6V	2.333 x 4.625	14 x 27p9
Half Page H	7.5 x 4.875	45 x 29p3
Full Page w/out Bleed	7.5 x 10.00	45 x 60p
Full Page w/Bleed	8.5 x 11.00	51 x 66p

SERVICE DIRECTORY SPEC

Small	Company Name and 1 Phone Number
Medium	Company Name, Phone Number and up to 5 words copy
Large	Company Name, Phone Number and up to 15 words copy

4. **Bleeds and preferred positions:** Allow ¼ inch for bleed on all sides. Add 10% to the earned frequency rate for bleed. Add 10 – 30% for preferred positions(subject to availability).
5. **Web site banner size:** Square - 140x140 pixels, Horizontal - 295x105 pixels. Accepted file formats of either JPG or GIF images. Files must not exceed 12k.
6. **Inserts:** A sample of insert must be submitted to Condo Lifestyles for review and a quote will be provided. Minimum cost will be equivalent to a full page rate, preferred position.
7. **Short rate:** Cancellation of unfulfilled contracts will be short rated at 25% of remaining amount of contract provided that notice is given in writing by due dates listed on current rate sheet or insertion order issued by MCD.



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mcdmedia

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