

# DaytonDefense

## ADVERTISING SPECIFICATIONS

### DEADLINE

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April 2, 2018

### 2 PAGE AD (1 Full Page Spread)

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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

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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

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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

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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

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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

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If the zipped folder is 30Mb or smaller, please email it to [kkaiser@utcd Dayton.com](mailto:kkaiser@utcd Dayton.com).

If your files are larger than 30Mb, please email [kkaiser@utcd Dayton.com](mailto:kkaiser@utcd Dayton.com) to request an upload link.

### QUESTIONS

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Please call or email:

Kris Kaiser

UTC

[kkaiser@utcd Dayton.com](mailto:kkaiser@utcd Dayton.com)

937-426-2808 x252