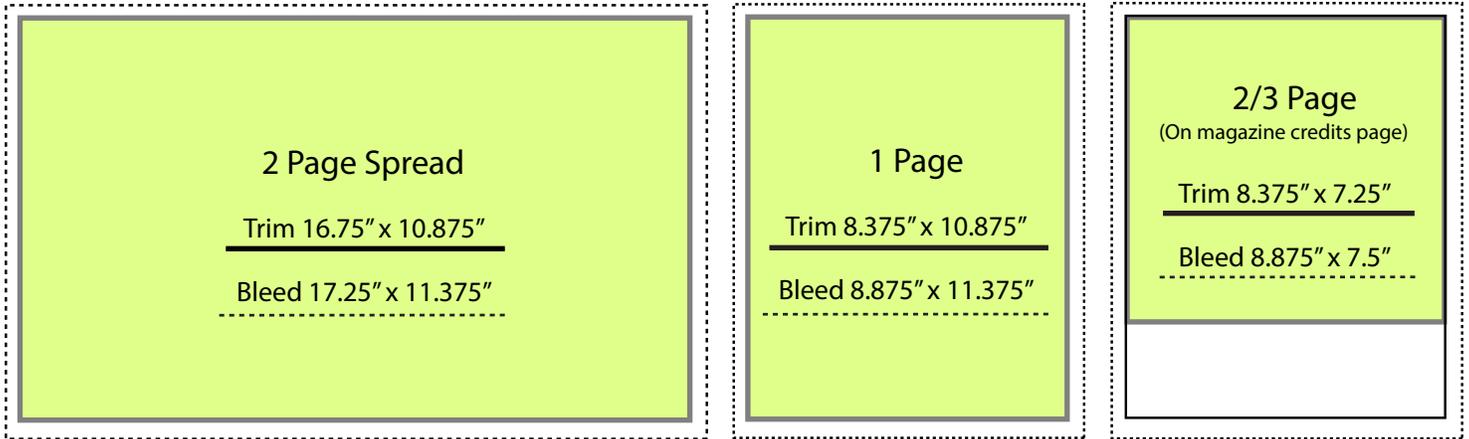
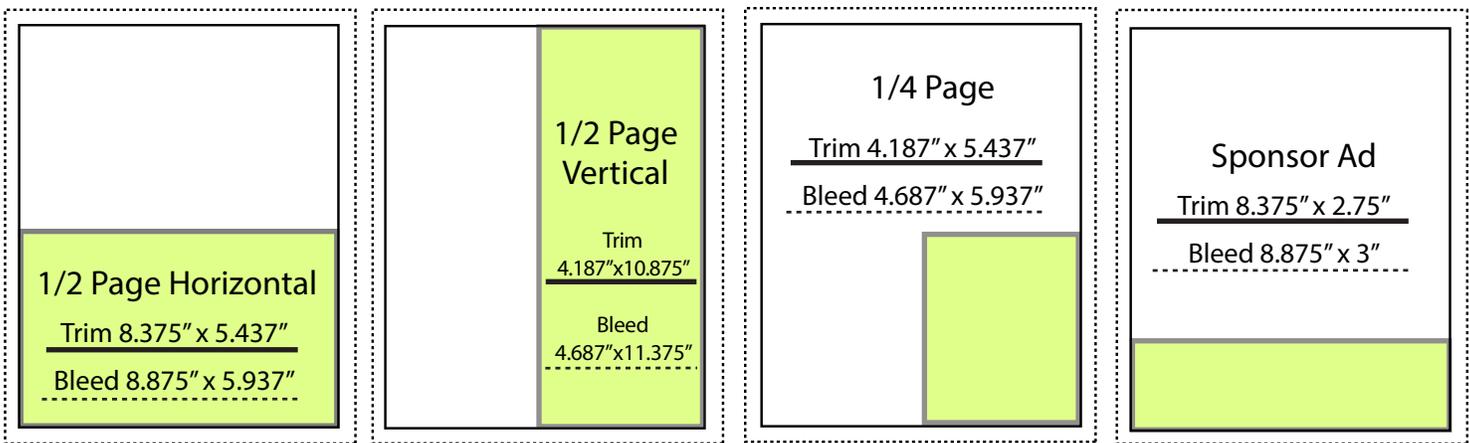


Ad Specifications 2023



****PLEASE NOTE:** Design Ad with the Bleed Size. There is a 1/4" bleed on all sides. Keep all sensitive matter at least 1/2" in from bleed edge.



- **Design Format Suggestions:** Large photo, full bleed or framed with background. A few smaller inset photos can be used to supplement the larger photo. Not too much text. Please keep it clean.
- **Resolution:** 300dpi (high resolution) • **Color Mode:** CMYK, U.S. Web Coated (SWOP) v2
- **File Prep for Designed Ads:** Layered PDF ad file. SAVE AD WITH BLEEDS. No printers marks or color bars.
- **Ad Submission:** Send to 432design.co@gmail.com. Contact us for upload information if file too large.
- **Design Services:** Ashley Grisel of 432design can prepare your ad for a fee. You will receive a bill from Ashley for her design services. Price is dependent on ad complexity and design time.
- **Proofs:** If an accurate color proof is not provided, DFC cannot be held responsible for variances. A SWOP color proof can be ordered at advertiser's expense if color reproduction is a concern.
- **Online Ads:** Please provide online ad in the trim size as noted in chart. If more than one web link is needed in the ad, please set in Adobe Acrobat Pro, if able. Open the document in Acrobat Pro, navigate to tools>content>links and highlight the area that you want to link to.