



# Advertising Specs 2018

## Sizing your file correctly

Using the size guide below, please find the correct size for your chosen ad submission and design to those dimensions accordingly. Getting this first stage correct will ensure timely processing of your supplied ad and reduce the risk of reformatting costs.

## Note ad requirements

With the exception of the full page bleed ad, all files should be supplied set up as final size. We do not require (and prefer that you do not add) color bars, crop marks, printer marks or annotations. **Full page bleed ads require special attention:**

**Bleed:** add the bleed to the final file. We require 0.25" on each side. Supply a final file at 9" x 11.5"

**Live area:** allow 0.5" on each side. Do not put important info such as text or logos in this area.

## Acceptable files

The preferred file type for submission is PDF. Other file types are accepted but may incur extra cost for processing.

PDF file | Embed Fonts & Images | CMYK | Minimum 300dpi | Add bleed if needed

### THE BEST MULTIMEDIA ADVERTISING SOLUTION FOR THE FASTENER INDUSTRY

 **full page** [bleed]  
ad size 8.5" x 11"

 **full page** [island]  
ad size 7" x 10"

 **2/3 page** [vertical]  
ad size 4.75" x 10"

 **1/2 page** [vertical island]  
ad size 5" x 7"

 **1/2 page** [vertical]  
ad size 3.5" x 10"

 **1/2 page** [horizontal]  
ad size 7" x 4.875"

 **1/3 page** [vertical]  
ad size 2.25" x 10"

 **1/3 page** [square]  
ad size 4.875" x 4.875"

 **1/4 page** [vertical]  
ad size 3.5" x 4.875"

 **1/4 page** [horizontal]  
ad size 7" x 2.375"

Distributor's Link Magazine has been servicing the Fastener Distributor market for the past 40 years. We link together the industry with it's affiliated organizations, reaching the fastener distributor nationwide. With our print and digital magazines, App and social media presence, we continue to be the distributor's choice for multimedia advertising in the Fastener Industry.

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