

# 2021

# Advertising Specs

## Sizing Your File Correctly

Find the correct size for your ad and design to the dimensions accurately. Getting this stage correct will ensure timely processing of your file and reduce the risk of reformatting costs. **Supply your files set up as final size. Do not add color bars, crop marks, printer marks or annotations.**

## Full Page Bleed Ad Considerations

**Bleed:** Add 0.25" bleed to each side. Supply print file at 9" x 11.5"

**Live Area:** Allow 0.5" on each side. Do not place text or logos in this area.

» Refer to "Full Page Ad Spec" and "Full Page Ad Spec Sample Layout" for more information

## Acceptable Files

- » PDF file
- » Embed all fonts
- » CMYK
- » Minimum 300dpi
- » Embed all images
- » Add bleed if needed

## Ad Dimensions



**full page** BLEED  
8.5" x 11" ad size



**full page** ISLAND  
7" x 10" ad size



**2/3 page** VERTICAL  
4.75" x 10" ad size



**1/2 page** VERTICAL ISLAND  
5" x 7" ad size



**1/2 page** VERTICAL  
3.5" x 10" ad size



**1/2 page** HORIZONTAL  
7" x 4.875" ad size



**1/3 page** VERTICAL  
2.25" x 10" ad size



**1/3 page** SQUARE  
4.875" x 4.875" ad size

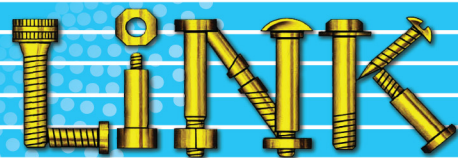


**1/4 page** VERTICAL  
3.5" x 4.875" ad size



**1/4 page** HORIZONTAL  
7" x 2.375" ad size

THE DISTRIBUTOR'S



THE NATIONAL MAGAZINE FOR  
FASTENER DISTRIBUTORS

Distributor's Link Magazine has been servicing the Fastener Distributor market for the past 44 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.

*The Best  
Multimedia  
Advertising  
Solution for  
the Fastener  
Industry*

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