

## **The Dalmatian Club of America**

### **Spotter Magazine Ad Specification Submissions For Camera-Ready Ads**

#### **> Full Page size: 8.25" x 10.75"**

- add 1/4" all around if ad bleeds to edges (8.75" x 11.25")
- Keep live art to: 7.25 x 9.75"
- Color ads or black and white must be 300 dpi\*, or more for best printing quality.  
\* 300 or 600 dpi is preferable.

#### **> Half Page: 4" x 9.5" (Vertical) (No Bleed) 7.25" x 5.25" (Horizontal) (No Bleed)**

- Color ads or black and white must be 300 dpi\*, or more for best printing quality.  
\* 300 or 600 dpi is preferable.

#### **> Quarter Page: 4" x 5.25" (Vertical) (No Bleed) 2.187" x 7.7" wide (Horizontal) (No Bleed)**

- Color ads or black and white must be 300 dpi\*, or more for best printing quality.  
\* 300 or 600 dpi is preferable.

#### **> Business Card Size: 2" x 3.5" vertical or horizontal**

- Color or black and white
- Can use copy or an existing card.
- Digital file produced should be 300 dpi\* or more for best printing quality.  
\* 300 or 600 dpi is preferable.

#### **Files Accepted:**

- > Hi Rez .pdf's
- > Hi rez .jpeg's
- > InDesign files
- > *All color files should be converted to CMYK*

- > Artwork can be completed by your own designer or the DCA can supply a finished ad for you at an additional cost. Please contact the Ad Manager for in-house designer assistance information, or that you will be supplying a camera-ready ad.