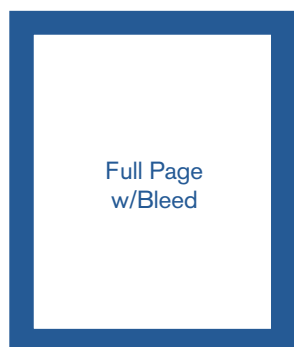
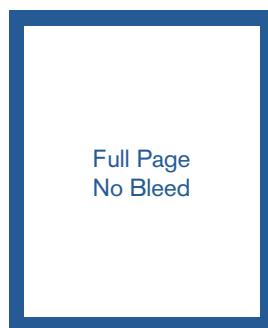


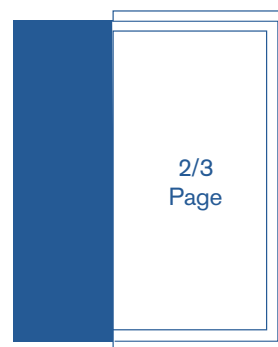
PRODUCT SPECIFICATIONS



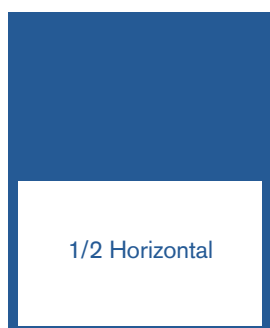
Live Area: 7.5 x 10.25
Trim Size: 8.125 x 10.875
Bleed: 8.375 x 11.125



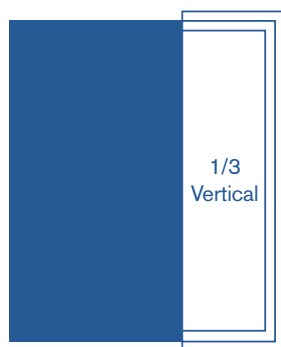
7.5 x 10.25



Live Area: 4.6875 x 10
Trim Size: 4.92 x 10.875
Bleed: 5.05 x 11.125



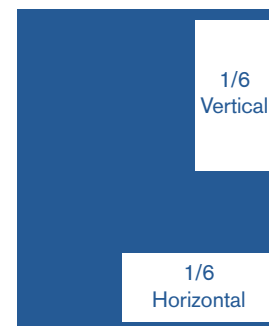
7.375 x 4.875



Live Area: 2.25 x 10
Trim Size: 2.5 x 10.875
Bleed: 2.625 x 11.125



4.6875 x 4.875



Vertical: 2.25 x 4.875
Horizontal: 4.6875 x 2.3125

PRODUCT CHECKLIST

AD SUPPLIES CAMERA READY

- Double-check ad is correct size
- If ad is full page with bleeds: Be sure to include the total file size including bleeds, so the appropriate excess can be trimmed in final production of the magazine
- All images must be in CMYK
- All images and logos are 300 dpi resolution
- Is submitted in digital high resolution PDF format

ADS MATERIALS

FOR ADS REQUIRING DESIGN

- Digital copy of logo in EPS format
- All images to be used in ad must be provided in digital format at 300 dpi. *If unsure of image quality or size, you may send in for verification.*
- All text to be placed in ad can be sent in a Word doc or as email text.
- Design direction: If advertiser would like the ad to look a certain way, they must provide a sample of design direction. Otherwise, CdA Magazine will design ad based on provided materials.

DIGITAL PUBLISHING

Ads must be furnished in digital high resolution PDF format. Ads must be produced in InDesign, Illustrator or Photoshop. All photos must be furnished CMYK and 300 dpi resolution or higher.

CONTACTS CdA Magazine, 215 N. Second, Coeur d'Alene, ID 83814 or to Advertising Director Kelly Redfearn at kredfearn@cdapress.com, 208.292.5256