

# 2023 ADVERTISING SPECIFICATIONS



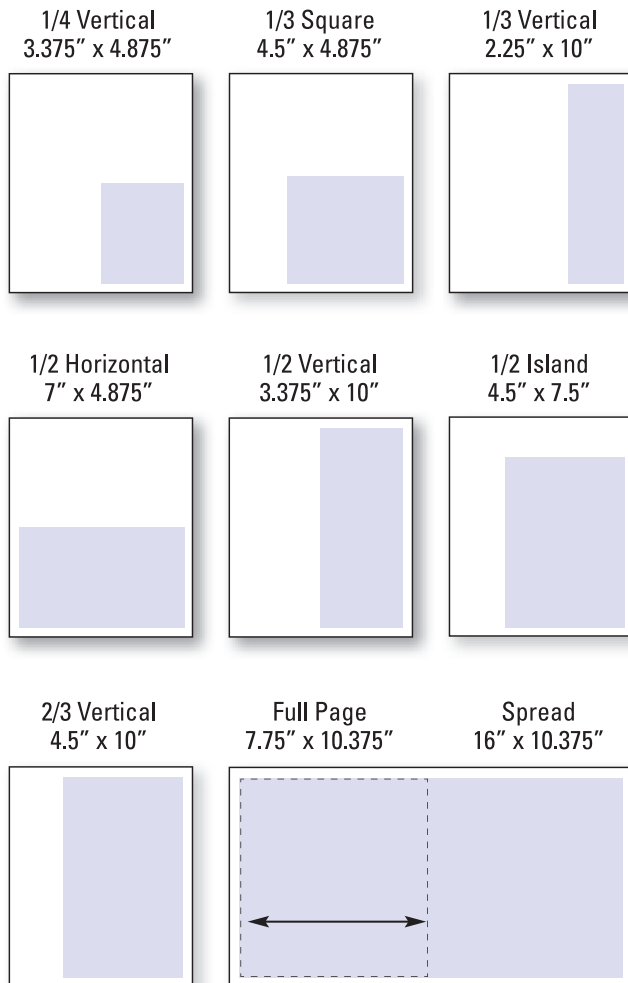
## Convenience DISTRIBUTION®

CDA'S MAGAZINE FOR THE CONVENIENCE PRODUCTS DISTRIBUTOR

The 2023 CDBX Program Guide ad specs follow the same specs as the magazine. Please use the specs below that match the ad size included in your CDBX sponsorship package.

Please contact Jenn Finn with any questions, [jennf@cdaweb.net](mailto:jennf@cdaweb.net)

### Advertisement Sizes



### Production and Specification Information

Advertisement Sizes	Dimensions
Safety area	7.75" x 10.375"
Trim size full page	8.25" x 10.875"
Trim size two-page spread	16.5" x 10.875"
Bleed sizes	No charge for bleeds
Full page with bleed	8.5" x 11.125"*
Two-page spread with bleed	16.75" x 11.125"*

\* **IMPORTANT:** Make sure to supply sufficient bleed. Due to machine tolerances, printer's marks should be offset at 0.125" to minimize likelihood of showing in final production. A spread should be facing pages but submitted as a single page PDF file. Bleed allowance is only needed on the four outer edges.

### Printing

**Convenience Distribution®** is printed web-offset and is saddle stitched.

### Acceptable Materials

Digital ads, listed here in order of preference:

- **Adobe Acrobat PDF files preferred (embed fonts, hi-res, 300 dpi, CMYK)**
- Adobe Illustrator EPS/AI files (convert all text to outlines)
- TIFF files (hi-res, 300 dpi, CMYK)
- Adobe InDesign files (zipped with all fonts and linked graphics, CMYK) accepted for Mac

### Supported Software Versions for Mac

- Adobe Acrobat press PDFs in versions up to XI v.11
- Adobe Illustrator EPS/AI created in versions up to and including CC (convert all text to outlines)
- Adobe InDesign CC (include all fonts and linked graphics)