

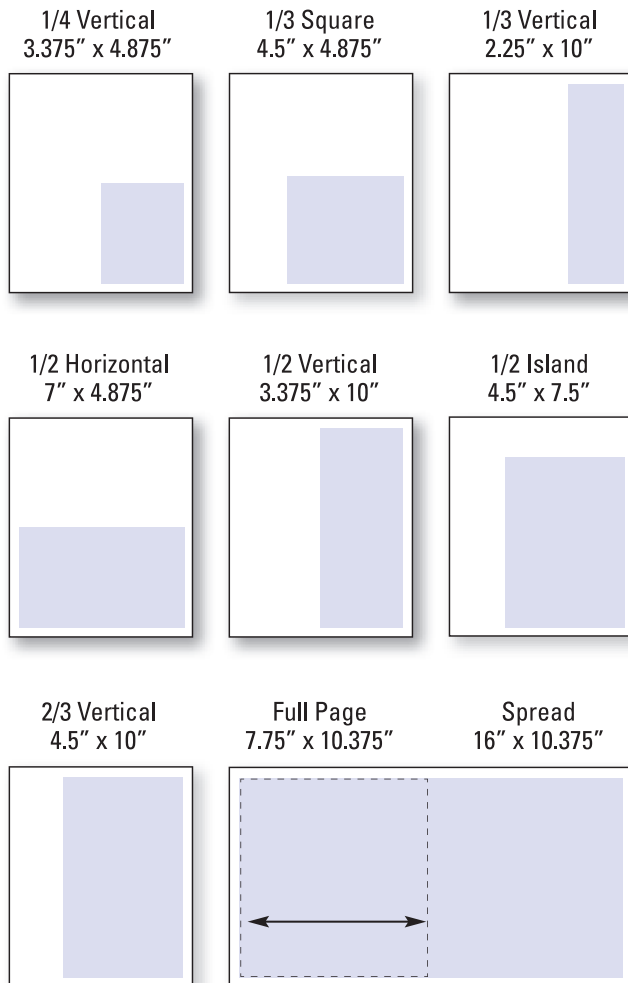
# 2022 ADVERTISING SPECIFICATIONS



## Convenience DISTRIBUTION®

CDA'S MAGAZINE FOR THE CONVENIENCE PRODUCTS DISTRIBUTOR

### 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 perfect-bound.

### 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)

#### CDA 2022 MEDIA KIT

Advertising Contact: Kimberly Bolin, President & CEO | (703) 208-1650 | kimberlyb@cdaweb.net

# 2022 ADVERTISING SPECIFICATIONS (CONT.)



## Proofs

For digital ads in color, an acceptable SWOP standard press proof should be supplied, such as a Kodak Approval proof made from the files provided. Any other type of proof supplied (i.e. laser, inkjet or other color copy) is not acceptable for color, only for content. Without an advertiser-supplied SWOP proof, the press will run to SWOP standards, and **Convenience Distribution®** will not be responsible for matching color. SWOP standard proofs can be made from the ad file supplied for a charge of \$75.

## Advertisement Storage

Ads are stored for 12 months from the date of the last insertion unless otherwise specified. Without further instructions, materials will be destroyed.

## Original Artwork

Production charges will apply. Call Kimberly Bolin at 703-208-1650 for pricing estimates.

## Insert Requirements

### PRINTED SIZE OF INSERT

8.5" x 11.125"

Must allow for .125" trim/grind off on all sides; insert will trim down to issue size of 8.25" x 10.875". Keep all live matter 0.25" from trim edges for safety.

### PAPER WEIGHT

80 lb. text weight preferred; 60 lb. text minimum; 100 lb. text maximum; furnished completed, printed and ready for binding.

### ADDITIONAL CHARGES WHICH MAY APPLY

Tip-in charge—\$750

### INSERT TERMS & SHIPPING

Inserts are charged by the sheet, rather than the page. Space cost is the same regardless whether sheet is printed on one or both sides. Call **Convenience Distribution®** at 703-208-1650 for shipping instructions and quantities. All inserts must arrive at least three weeks prior to issue date.

Convenience  
**DISTRIBUTION**  
CDA'S MAGAZINE FOR THE CONVENIENCE PRODUCTS DISTRIBUTOR

*Convenience  
Distribution®*  
is published by



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