

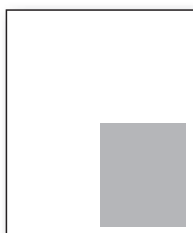
# 2021 PRODUCTION CARD AND ADVERTISING SPECIFICATIONS

## Convenience DISTRIBUTION™

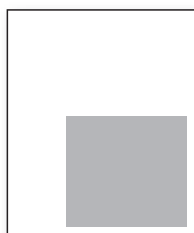
CDA'S MAGAZINE FOR THE CONVENIENCE PRODUCTS DISTRIBUTOR

### Advertisement Sizes

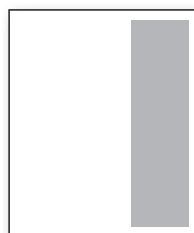
1/4 Vertical  
3.375" x 4.875"



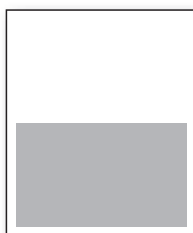
1/3 Square  
4.5" x 4.875"



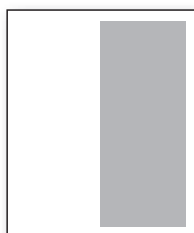
1/3 Vertical  
2.25" x 10"



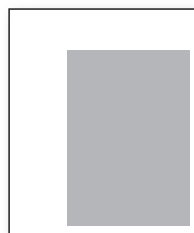
1/2 Horizontal  
7" x 4.875"



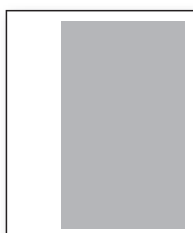
1/2 Vertical  
3.375" x 10"



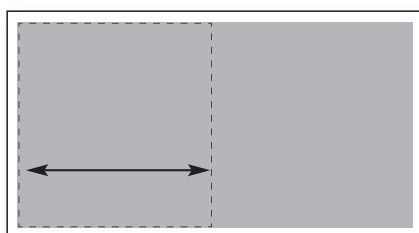
1/2 Island  
4.5" x 7.5"



2/3 Vertical  
4.5" x 10"



Full Page  
7.75" x 10.375"



Spread  
16" x 10.375"

### 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:** Please be sure to supply sufficient bleed. Printer's marks should be offset at 0.125" to minimize any likelihood of showing up in final production run—due to machine tolerances. A spread should be facing pages but submitted for production as single page PDF files. The 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 are preferred (embed fonts, hi-res, 300 dpi, CMYK)
- Adobe Illustrator EPS files (convert all text to outlines)
- TIFF files (hi-res, 300 dpi, CMYK)
- Application files accepted for Mac platform

### Supported Software Versions for Macintosh

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

Advertisers are bound by all terms and conditions of the **Convenience Distribution™** Rate Card 2021.

# 2021 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.

## Shipping

Please ship disks and proofs by the materials deadline, securely packed, via traceable shipping method.

**Convenience Distribution™** is not responsible for any loss, damage or delays that occur due to problems with shipping. Please send packages addressed to:

Advertising Materials  
*Convenience Distribution™*  
Convenience Distribution Association  
11250 Roger Bacon Drive, Unit 8  
Reston, VA 20190

PHONE 703-208-1649

E-MAIL joelb@cdaweb.net

## 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 Joel Brown at 703-208-1649 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 703-208-1649 for shipping instructions and quantities. All inserts must arrive at least three weeks prior to issue date.

## Deadlines and Dates

Issue	Ad Deadline Date	Ad Materials Due	Issue Date
Q1—Industry Outlook Issue	12/24/2020	01/08/2021	01/25/2021
Q2—Candy & Snack Convenience Channel Sales Trends Issue	03/26/2021	04/02/2021	04/19/2021
Q3—Distributor & Retailer Relationships That Drive Sales Issue	07/30/2021	08/06/2021	08/23/2021
Q4—CDA Annual Report Issue	10/29/2021	11/05/2021	11/22/2021

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