

DRG

ADVERTISING SPECIFICATIONS

QUILTER'S
WORLD®

CardMaker®

Creative
Knitting®

Crochet!®

LOOKING
BACK®

Crochet World®

GOOD ♦ OLD ♦ DAYS®

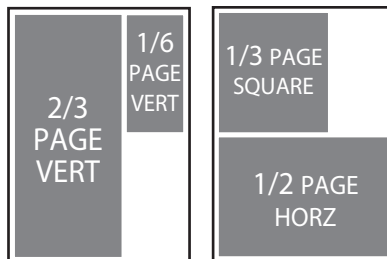
Full Page

Full Page Trim 8" x 10 3/4"
Full Page Bleed 8 1/2" x 11 1/4"



2/3 Page

Vertical 4 5/8" x 9 1/2"
Horizontal 7" x 6 1/4"

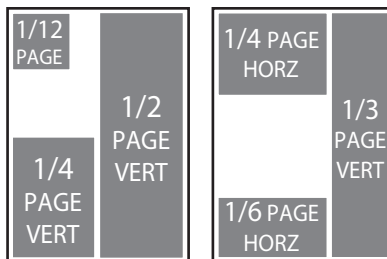


1/2 Page

Vertical 3 1/2" x 9 1/2"
Horizontal 7" x 4 5/8"

1/3 Page

Vertical 2 1/4" x 9 1/2"
Horizontal 7" x 3 1/8"
Square 4 5/8" x 4 5/8"



1/4 Page

Vertical 3 1/2" x 4 5/8"
Horizontal 4 5/8" x 3 1/2"

1/6 Page

Vertical 2 1/4" x 4 5/8"
Horizontal 4 5/8" x 2 1/4"

1/12 Page

Square 2 1/4" x 2 1/4"

GENERAL INFORMATION

Advertising is subject to publisher's approval. All contracts and insertion orders are accepted subject to terms and regulations of rate card.

Cancellations must be in writing and requested 2 weeks prior to published closing date. Space is billed as reserved.

Publisher reserves the right to run a previous advertisement if new materials are not received by the materials due date. The word "Advertisement" will be placed with ad copy which, in the publisher's view, resembles editorial matter.

Publisher assumes no responsibility for errors or omissions, or for failure to publish. Publisher is not responsible for lost or damaged materials.

Signature on insertion order acknowledges acceptance of the terms listed herein.

ELECTRONIC MEDIA

DRG operates on a Mac platform. Files must include ALL: original files, images (linked, placed or supporting EPS files), and fonts.

FONTS

All fonts used are to be supplied or converted to outlines.

IMAGES

Supply high resolution images (300 dpi or better). Photoshop files, PDFs, .tif, .jpg, or EPS files (DRG does not accept responsibility for the quality of low resolution files).

COLORS

All colors must be CMYK. Spot or Pantone colors will be converted to CMYK. Black needs to be 100% black, not a rich black.

SUBMITTING MATERIALS

Materials can be submitted through our web based FTP site, or by email if files are reasonable size (under 5mb). For information on our FTP site, contact your DRG Account Manager. Proofs and CDs can be mailed to:

DRG

Ad Sales
306 East Parr Rd
Berne, IN 46711

ASSISTANCE

If you need assistance or have any questions, do not hesitate to contact us:

Robin Gingerich

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