

# 2010 Ad Specifications



## Digital Files are acceptable under the following guidelines.

**Software:** Adobe Acrobat, Illustrator, InDesign, Photoshop and QuarkXpress.

**Resolution:** Minimum required image resolution is 300 dpi.

**Color:** All color files must be created and submitted to Publisher in CMYK color mode. A color or a laser color progressive proof must accompany all color ads.

**Graphics:** Include all placed graphics with your file submission.

**Fonts:** On all files it is recommended to convert text to outline before submitting. Do not send True Type fonts.

**Image Size/Crop:** Digital art files should be cropped to remove non-printing borders. For ads that bleed color off the page, 1/8" minimum bleed is required on all sides.

## File Submission Instructions:

A high resolution PDF is preferred for all electronic ad submissions. Please supply files on CD/DVD, via e-mail (dpp@leonardmedia.com) or our FTP site. Please call our Production Department for FTP instructions. If a SWOP-certified proof is not supplied, the Publisher cannot guarantee correct color reproduction. Please send advertising materials and proofs to:

Production Department  
Disability Product Postcards  
Leonard Media Group  
415 Horsham Road  
Horsham, PA 19044

*Publisher reserves the right to use previous ad material if new materials are not received by deadline.*

## Advertising Design Service:

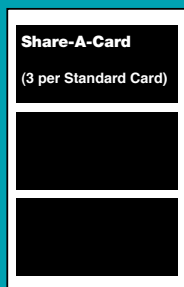
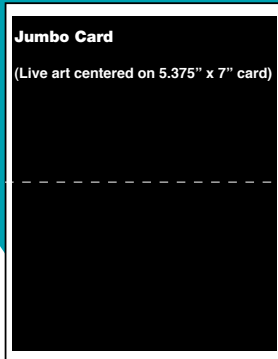
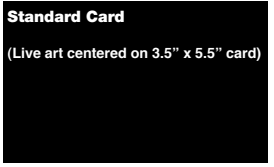
Not enough time to put an ad together? The experienced staff at Leonard Media Group can help. For further information about free card design, contact our Production Department.

## Payment Terms

Prepayment is required until credit is established. Rates are 15% commissionable to qualified advertising agencies. If you also advertise in *New Mobility* magazine ask us about combination discounts. Don't forget to ask about list availability.

### ADVERTISING LIVE AREA

	Width	Height
Standard Size Card	5.125"	3.125"
Jumbo Size Card	5.125"	6.5"
Share-A-Card (1/3 standard card)	3.125"	1.5"



### CLOSING & MAILING DATES

	Closing Date	Materials Due	Mails
February 2010	Jan. 22	Jan. 29	Feb. 18
April 2010	Mar. 19	Mar. 26	Apr. 16
June 2010	May 18	May 26	Jun. 16
September 2010	Aug. 13	Aug. 20	Sep. 11
November 2010	Oct. 8	Oct. 15	Nov. 13