

# 2012 Ad Specifications



## Digital Files are acceptable under the following guidelines.

**Software:** Adobe PDF, Illustrator, InDesign, Photoshop.

**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 (emchugh@newmobility.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.*

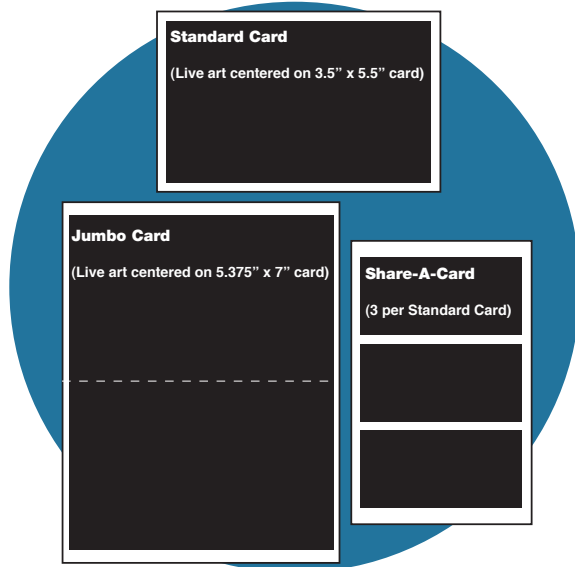
## Advertising Design Service:

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	Mail Date
February 2012	Jan. 20	Jan. 27	Feb. 24
April 2012	Mar. 16	Mar. 23	Apr. 25
June 2012	May 18	May 25	Jun. 25
September 2012	Aug. 17	Aug. 24	Sep. 25
November 2012	Oct. 19	Oct. 26	Nov. 26