



## Journal Ad Specifications

Ad Submission Deadline: December 4, 2009

### Journal Trim Size: 5.5"W x 8.5"H

### Ad Sizes

- Color Full Page Ad  
CMYK
- Full Page Ad  
Grayscale
- Half Page Ad  
Grayscale
- Quarter Page A  
Grayscale
- MDA Supporter

Trim 5.5"W x 8.5"H  
w/Bleed 5.75" W x 8.75"H  
Trim 5.5"W x 8.5"H  
w/Bleed 5.75" W x 8.75"H  
Trim 5.5"W x 4.25"H  
w/Bleed 5.75"W x 4.75"H  
Trim 2.125"W x 4"H  
w/Bleed 2.75"W x 4.5"H  
Name Listing Only

### Check Page Size

All ads should include bleed and ads should be built to trim size.

### Acceptable File Formats for Ad Submission

Files should be EPS, PDF, or JPG formatted and created in InDesign, Illustrator or Photoshop.  
Please make sure all fonts are created in outlines before PDF is made  
All Files should be 300 DPI

### Send ads to

E-mail ad files to both:  
[ygag@girlsaregreat.com](mailto:ygag@girlsaregreat.com) and [ewberry@mdausa.org](mailto:ewberry@mdausa.org)

### Need Help?

Contact Emily Newberry at MDA  
P: 212-689-9040  
[ewberry@mdausa.org](mailto:ewberry@mdausa.org)

**Thank you for joining the Winning Team!**

Ad creation, consultation and design are available for a fee. For more information, please contact our graphic artist at [ygag@girlsaregreat.com](mailto:ygag@girlsaregreat.com)

**MDA**