

Material Requirements and Calendar

Display Advertisements

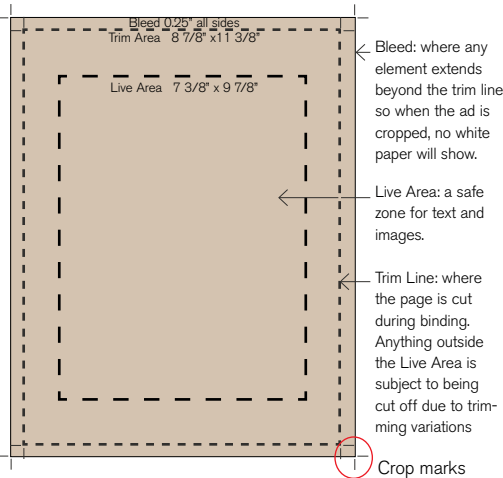
Annual and Quarterly

Publication Trim Size: 8 3/8" x 10 7/8"
Live Area: 7 3/8" x 9 7/8"

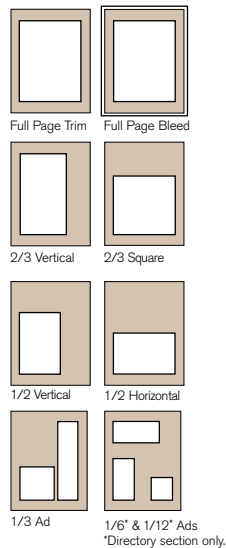
Sizes	Requirements
Full Page	7 3/8" x 9 7/8"
Full Page, Bleed (bleed 1/4" all sides)	8 7/8" x 11 3/8"
Two-page Spread	7 1/4" (x2) x 9 3/4"
Two-page Spread, Bleed (bleed 1/4" all sides)	17 1/4" x 11 3/8"
Two Thirds (2/3) Square	7 1/4" x 7 1/4"
Two Thirds (2/3) Vertical	4 3/4" x 9 3/4"
Half Page (1/2) Horizontal	7 1/4" x 4 3/4"
Half Page (1/2) Vertical	4 3/4" x 7 1/4"
One Third (1/3) Square	4 3/4" x 4 3/4"
One Third (1/3) Column	2 1/4" x 9 3/4"
One Sixth (1/6) Vertical*	2 1/4" x 4 3/4"
One Sixth (1/6) Horizontal*	4 3/4" x 2 1/4"
One Twelfth (1/12) Square*	2 1/4" x 2 1/4"
What's New! (1/6) Horizontal	3 5/8" x 3 1/8"
Unique Products (1/8) Horizontal	3 1/2" x 2 1/8"

*Directory section only.

Example of Full Page Bleed Ad with crop, trim, bleed, and live area.



Drawings are not to scale. Refer to chart for exact dimensions.



Ad Materials

Please provide all materials at high-resolution, 300 dpi or greater. We cannot be responsible for poor printing quality for images less than 300 dpi.

Accepted File Types:

- PDF (PDF/X1-a)*
- Adobe Illustrator (ai), embed images, outline fonts*
- Photoshop (psd)*
- InDesign (indd), include links and fonts*
- 300 dpi or greater, Tiff's or jpg's*
- Call for other types

*include crop and bleed for Full Page, Bleed ads

Ad Colors:

- CMYK (process) color
- Black and white
- Call for other colors

Meet the Pros:

- Professionally photographed, executive-style photo in color
- jpg or tiff

Logo File Types

(when not part of an ad):

- ai
- vector based eps
- jpg
- tiff

File Submission:

- Color proof must be sent to address below. We cannot be responsible for the content of ads submitted without color proofs.
- File less than 6MB: adfiles@disaster-resource.com
- Files greater than 6MB: call for ftp access

Disaster Resource GUIDE

A Publication of Emergency Lifeline Corporation

Helping with Business Continuity since 1985!

Mailing address: PO Box 15243, Santa Ana, CA 92735

Shipping address: 1510 East Edinger, Suite D, Santa Ana, CA 92705

Tel: (714) 558-8940 or (800) 826-2201

Fax: (714) 558-8901

Email: adfiles@disaster-resource.com

Website: www.disaster-resource.com

Media kit: www.disaster-resource.com/mediakit

2010 Advertising Calendar

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
	Communications & Response	Facility Issues	2010/11 GUIDE 15th Annual	Information Availability & Security
Editorial Due:	March 5	April 23	August 2	October 25
Contract Close:	March 15	May 7	August 9	November 5
Artwork Due:	March 22	May 14	August 16	November 12
Payment Due:	March 24	May 28	September 8	November 29
Publication Date:	March 31	June 4	September 15	December 3

Ask about bonus distribution at tradeshow!