



Ad Specifications

Acceptable File Formats – current versions of Quark Xpress; InDesign; Adobe Illustrator or Photoshop; or high resolution PDF (current version Adobe Acrobat.)

Art Specifications – Images should be 300 dpi converted to CMYK.

Material Submission – Ads should be submitted via email in high res pdf format (press quality) or on CD/DVD. Email to cathyc@thedac.com

Magazine Dimensions & Full Page Ads – Printed magazine trim size is 8 1/2" by 11". Full page bleeds should be 8.75" by 11.25".

Production Services - Ad design and copywriting are available from the DAC News in-house design team at a rate of \$50 / hour (1 hour minimum.) If DAC News is requested to make changes to a client submitted ad, the hourly production fee (\$25 minimum) will be charged. Use of Detroit Athletic Club logo is strictly prohibited for use in advertising.

Terms & Conditions

Billing & Payment - All advertising is subject to acceptance at the publisher's discretion. Invoices will be sent upon publication of the issue and are due and payable within 30 days. Non-

member advertisers may be required to pre-pay until credit is established. Advertisers are short-rated if contract insertions are not completed.

Cancellations – Advertising may be cancelled after the space reservation deadline; however a 50% cancellation fee will be charged.

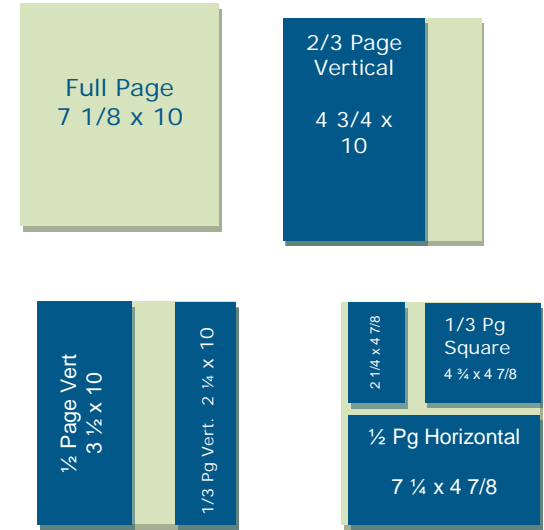
Late Ad Materials – If acceptable ad materials are not provided within 5 days of the material reservation deadline, or insufficient time to meet production schedules, the DAC News reserves the right to repeat a client's previous ad.

2011 Publishing Schedule

Issue	Ad Space Close	Ad Material Due	Mail Date*
January	Dec 3	Dec 15	Jan 6
February	Jan 5	Jan 14	Feb 4
March	Feb 14	Feb 18	Mar 15
April	Mar 4	Mar 14	Apr 5
May	Apr 4	Apr 15	May 5
June	May 2	May 16	June 6
July	June 3	June 15	July 5
August	June 30	July 1	Aug 12
September	Aug 3	Aug 15	Sept 5
October	Sept 5	Sept 16	Oct 14
November	Oct 3	Oct 17	Nov 4
December	Nov 4	Nov 15	Dec 6

* Scheduled Mail Date subject to change

Ad Sizes



Ad Size	Width		Height
Full Page*	7 1/8"	x	10"
2/3 Page Vertical	4 3/4"	x	10"
1/2 Page Vertical	3 1/2"	x	10"
1/2 Page Horizontal	7 1/8"	x	4 7/8"
1/3 Page Vertical	2 1/4"	x	10"
1/3 Page Square	4 3/4"	x	4 7/8"
1/6 Page Vertical	2 1/4"	x	4 7/8"
1/6 Page Horizontal	3 7/8"	x	2 1/8"

* For Full Page Bleed, File Size should be 8 3/4 x 11 1/4,

DAC News Magazine

The Official Publication of the Detroit Athletic Club

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