

# PMD

Pharmaceutical Marketers Directory

## Production Contact:

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## DISPLAY ADVERTISING SPECS

### Production Requirements:

All advertising material is required in electronic format. Media/Files accepted are CD, DVD or compress (.sea, .sit, .zip) and send to our **FTP Site:** ftp.PMDCentral.com

**User:** pmdftp **Password:** ads

Please e-mail Anne.Gideon@ThePMD.com to notify after upload. Please include a production contact name and phone number should *PMD* experience any production problems.

**We accept native InDesign files or PDFs generated with Press Ready settings:**

- **Trim Size:** 8-1/4" x 10-7/8"
- **Live Area:** 1/4" from trim edge and gutter
- Include all linked images and fonts
- Build all fractional ads to trim
- **Bleed:** 1/8" on all sides for full-page and 2-page spreads.
- **Binding:** Perfect
- **Deadline:** Ad materials should arrive no later than April 15th

**Color:** All PMS color should be converted to 4-color process for printing purposes.

### Logo Specifications:

- Bezier/Vector artwork, i.e. Illustrator: .eps  
convert fonts to outlines
- Line art: 1200 dpi@print size .tif
- Photoshop rasterized files: 300 dpi@print size .tif

Following these guidelines will ensure your Logo reproduces well with smooth edges, on press.



ENLARGEMENT SHOWING SMOOTH EDGES

### Image Specifications:

Image Type	Specs	Format
Photographic images:	300dpi @ print size	.tif
Line art:	1200dpi @ print size	.tif
Bezier/Vector art work, i.e. Illustrator	convert fonts to outlines	.eps level 1

### Ad Specifications:

Print Ad Trim Size	Width	Height
2 Page Spread*	16 1/2"	10 7/8"
Full Page*	8 1/4"	10 7/8"
2/3 Page (vertical)	4 7/8"	9 5/8"
1/2 Page (vertical)	3 5/8"	9 5/8"
1/2 Page (horizontal)	7 1/2"	4 7/8"
1/3 Page (vertical)	2 1/4"	9 5/8"
1/3 Page (horizontal)	7 1/2"	3 1/4"
1/3 Page (square)	4 7/8"	4 7/8"
1/4 Page (vertical)	3 5/8"	4 7/8"
1/4 Page (horizontal)	7 1/2"	2 1/4"
1/6 Page (vertical)	2 1/4"	4 7/8"
1/6 Page (horizontal)	4 7/8"	2 1/4"
Logo	3 1/2"	1"
Jumbo Banner	7 1/2"	1"
Banner	7 1/2"	1/2"

\* Add 1/8" bleed on all sides.