

Send ad files via:

- U.S. Mail
To: P.O. Box 66600
Baltimore, MD 21239
- UPS/FEDEX/DHL
To: 18 1/2 Cedar Avenue
Baltimore, MD 21286
- E-Mail (preferred)
office@dirtylinen.com
- File Transfer Vendors (notify: office@dirtylinen.com)
www.sendthisfile.com (preferred)
www.yousendit.com
- FTP (login info available upon request)
contact: office@dirtylinen.com

DIMENSIONS:

Trim Size 8-3/8 in. W x 10-7/8 in. H

Full page 7-1/2 x 10 (7.5 x 10)

1/2 page vertical 3-5/8 x 10 (3.625 x 10)

1/2 page horizontal 7-1/2 x 4-7/8 (7.5 x 4.875)

1/3 page vertical 2-3/8 x 10 (2.375 x 10)

1/3 page horizontal 7-1/2 x 3-5/16 (7.5 x 3.125)

1/3 page square 4-7/8 x 4-7/8 (4.875 x 4.875)

1/4 page vertical 3-5/8 x 4-7/8 (3.625 x 4.875)

1/6 page vertical 2-3/8 x 4-7/8 (2.375 x 4.875)

Business card 3-1/2 x 2 (3.5 x 2)

Bleed Option: allow 1/2 in. live area at all sides.

Full page bleed 8-7/8 x 11-3/8 (8.875 x 11.375)

MEDIA ACCEPTED:

CD, DVD

FILE FORMATS ACCEPTED:

TIFF

JPEG (maximum quality)

EPS (TIFF preview only)

PDF

CRITERIA:

- Ad should be accompanied by a proof.
- Label media and title all files using the advertiser's name

Graphics

- TIFF, EPS, or JPEG files only (no compression).
- All colors must be CMYK or Grayscale.
- No RGB, Pantone, Spot, Lab, or Indexed colors.
- No OPI or custom ICC profiles (see Color Settings).
- No Layers, Alpha Channels, or Transparencies.
- Images must be 85 to 115% in the layout application.
- Avoid cropping, skewing, or rotating images.
- Embed all links.
- Use Default Trap Information for text and assign proper Knockout/Overprint settings for images.
- PostScript Level 2 only.
- No Registration or Crop Marks within the ad files.
If necessary, provide marks on the proof.
- Resolution:
300 ppi for images
1200 ppi or higher for bitmap line art
- Color Settings:
CMYK - U.S. Web Coated (SWOP) v2
Total Ink Limit - 300%
Grayscale - Gamma 1.8

Fonts

- Fonts within PDFs must be embedded.
- Advertiser agrees to comply with all font licenses for fonts used in artwork submitted to *Dirty Linen*.

Production fee scale for ads that do not meet specifications:

Minor adjustments of up to 1/2 hour = \$75

In-depth adjustments of 1/2 hour to 1 hour = \$150

For adjustments in excess of 1 hour, the customer will be contacted prior to any rework for approval.

Technical questions, contact:

Paul Hartman

phone: (410) 583-7973 or (800) 769-8044

e-mail: office@dirtylinen.com