

# Doll-McGinnis Publications

A DIVISION OF DOLL-MCGINNIS ENTERPRISES, INCORPORATED

8848 BEVERLY HILLS ROAD • LAKELAND, FL 33809-1604

## DMcG Magazines

### MAGAZINE SPECS

- 150 Line Screen
- Trim 8.25" x 10.75" Plus 1/8" bleed (8.5" x 11")
- Image Area 7.25" x 9.75"

### AD SIZES

- Full Page 8.25" x 10.75"  
(Bleed 8.5" x 11")  
(Image Area 7.25" x 9.75")
- Half Page Horizontal 7.25" x 4.75"
- Half Page Vertical 3.75" x 9.75"

### FILM PROVIDED

- 150 Line Screen
- Right Reading Emulsion Side Down

### DIGITAL FORMAT

- Macintosh
- 300 dpi images at 100%
- Images CMYK
- All fonts included or converted to outlines
- Include all support files

### DIGITAL FILES

- EPS file (300 dpi at 100% scale)
- TIFF file (300 dpi at 100% scale)
- PDF file (300 dpi at 100% scale)
- JPEG file (300 dpi at 100% scale)

### APPLICATIONS

- QuarkXpress 6.5 (or earlier)
- PhotoShop CS2 (or earlier)

### MEDIA ACCEPTED

- CD
  - Zip (Mac format)
  - 3.5" Floppy (Mac format)
  - E-mail files under 6 megs total
- DO NOT SEND FILES WITH EMBEDDED IMAGES  
include art as attachments  
E-mail files to: [ads@dmcg.com](mailto:ads@dmcg.com)
- Call or email for ftp information .

