

Contract/copy regulations

- Advertising copy, contracts and orders are subject to the publisher's acceptance. The publisher reserves the right to reject or cancel any advertisement that does not conform to the editorial standards of the Dallas Veterans Day Parade. Cancellations of or changes in ads will not be accepted after ad-material-due dates.
- Advertisers or advertising agencies are responsible for payment of all ad space ordered. An ad will not be printed until it is paid in full.

Ad specifications & Requirements

- Magazine specifics: Perfect bound, three columns to a page. Paper stock: 60-lb. with a 100-lb. cover. Black and white with one spot color (please make the spot color 100% magenta if there is one). Trim size: 8.5" x 11".
- For advertiser-supplied, printed ad materials, we require high-resolution (300 dpi), press-ready PDFs at 100% of placement size. All inside pages are black and white, please make sure all images are gray scale. Please convert all fonts to vector to make sure none default.
- E-mail electronic files to: st.hilairedesign@gmail.com

Ad sizes

Black and white, non-bleed ads, one spot color (please make the spot color 100% magenta if there is one)

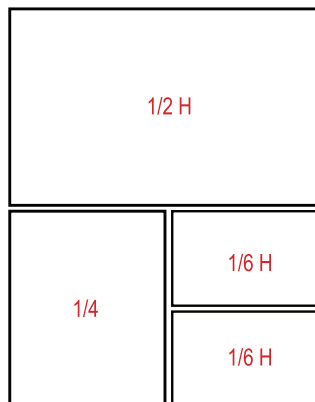
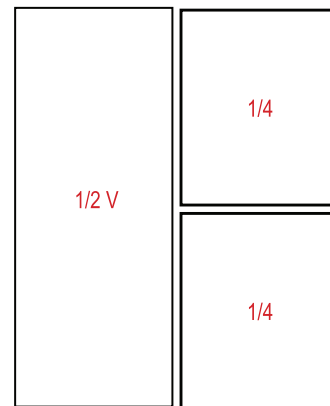
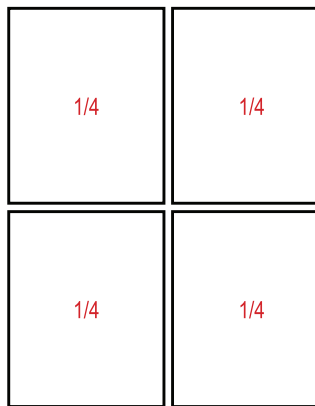
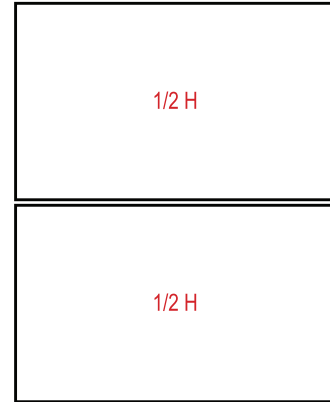
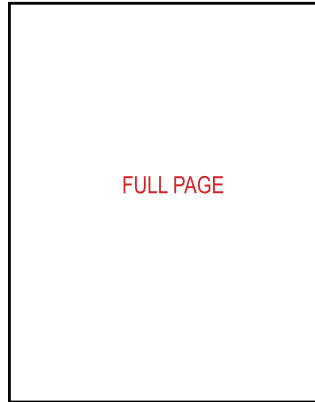
Specifications	Width	Height
Full page	8"	10.5"
1/2 page horizontal	7.75"	5"
1/2 page vertical	3.75"	9.5"
1/4 page	3.75"	5"
1/6 page horizontal	3.75"	2"

4-color bleed ads

The only ads that need a bleed are the inside front and back covers. These will print full color, CMYK. Please follow all requirements above but convert all art files to CMYK. Include crops and a .125" bleed on all sides

Specifications	Width	Height
Full page	8.5"	11"

Samples



General Information

St. Hilaire Design
Marie St. Hilaire
P] 214-226-8999

Advertisers should e-mail all camera-ready ads, artwork, text and copy instructions for advertisements to st.hilairedesign@gmail.com.

Please note: The last day ads will be accepted is October 13, 2017.