



## **Journal Ad Specifications**

Ad Submission Deadline:  
**August 16<sup>th</sup>, 2006**

**Journal Trim Size: 5.5"W x 8.5"H**  
**All ads are black & white**

### **Ad Sizes:**

Bronze Full Page Ad	5.5"W x 8.5"H
Full Page Ad	5.5"W x 8.5"H
Half Page Ad	5.5"W x 4.25"H
Quarter Page Ad	2.75"W x 2.125"H
MDA Supporter	Name Listing Only

### **Check Page Size:**

All ads should be built to trim size. All bleed elements should extend 1/8" beyond trim size

### **Acceptable File Formats for Ad Submission:**

Files should be EPS or PDF formatted and created in Quark, InDesign, Illustrator or Photoshop.  
All Files should be 300 DPI

### **Send ads to:**

E-mail ad files to both:

[ygag@girlsaregreat.com](mailto:ygag@girlsaregreat.com) and [mgalioto@mداusa.org](mailto:mgalioto@mداusa.org)

### **Need Help?**

Contact Michele Galioto at MDA

P: 212-689-9040

[mgalioto@mداusa.org](mailto:mgalioto@mداusa.org)

**Thank you for joining the fight against ALS!**

Ad creation, consultation and design are available for a fee. For more information, please contact our graphic artist at [ygag@girlsaregreat.com](mailto:ygag@girlsaregreat.com)

The logo consists of the letters "MDA" in a very bold, thick, black, sans-serif font.