

# High Quality Community Newsletters & Directories

## Advertising Information Guide

This guide is designed to provide you with all the information you will need to properly submit an advertisement that will print at the highest quality level.

Please follow these guidelines and specifications to ensure that your ad is effective and looks its very best.



# KDA

communications

Smart Marketing Solutions

# Community Newsletters

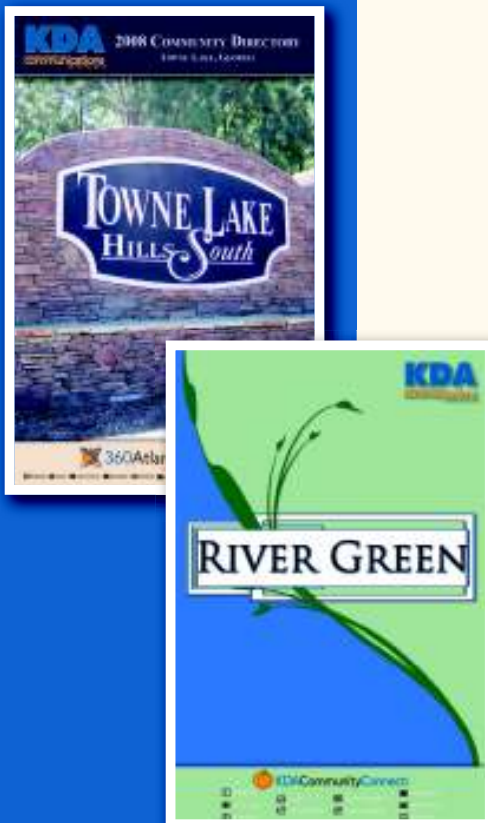


KDA Community Newsletters give you the opportunity to place your advertising in a community's regularly published newsletter. These newsletters are either mailed or hand delivered to each resident on a quarterly, monthly or bi-monthly basis.

Our Newsletters reach your target market with a frequency that allows you to promote your business affordably without the hassle of dealing with multiple publications and media outlets. We will place your ad in as many newsletters as you like with discounts for advertising in multiple newsletters.

Advertising in KDA Community Newsletters will save you time, money and will get the results you need to build your business!

# Community Directories



KDA Community Directories are annual homeowner "phone books" that list all the residents' phone numbers and addresses as well as important Community/HOA information, numbers, forms etc. These directories are used year round by residents and provide you with an excellent opportunity to stay in their homes and on their minds for the entire year!

Our Community Directories come in two sizes: the Jumbo Book is 8.5 x 11 inches and the Classic Book is 5.5 x 8.5 inches. The majority of our directories are plastic-coil bound for durability and usability.

Each community provides us with the information that we publish in their directory. We only go to press with our directories after receiving the community's 100% approval. We are dedicated to providing directories with accurate information, ensuring that your advertising message will be seen.

# Ad Copy Specifications

## Camera-Ready Ads

- Acceptable formats: PDF (fonts embedded), JPG, EPS (converted to paths/outlines), TIF or AI (converted to paths/outlines).
- Must be designed to Ad Size specifications shown on the back of this guide.
- Minimum acceptable resolution for all files is 300 dpi

## Photos

- Photos must be submitted in JPG or TIF format.
- As a general rule of thumb, photos must be taken by a 5 mega-pixel or higher digital camera set on the highest possible setting.
- Photos submitted via e-mail must be sent as separate attached files and not embedded in the email body.
- Photos captured from websites are not acceptable. Typical web photos are 72 dpi in resolution which look fine on a computer screen, however print blurry. For example:



- Don't have a photo? No problem, we can select high quality stock photos customized to highlight your ad.

## Logos & Artwork

- All logos & artwork are preferred as vector art.
- Include all imported files and fonts

## Where to Send Your Ad

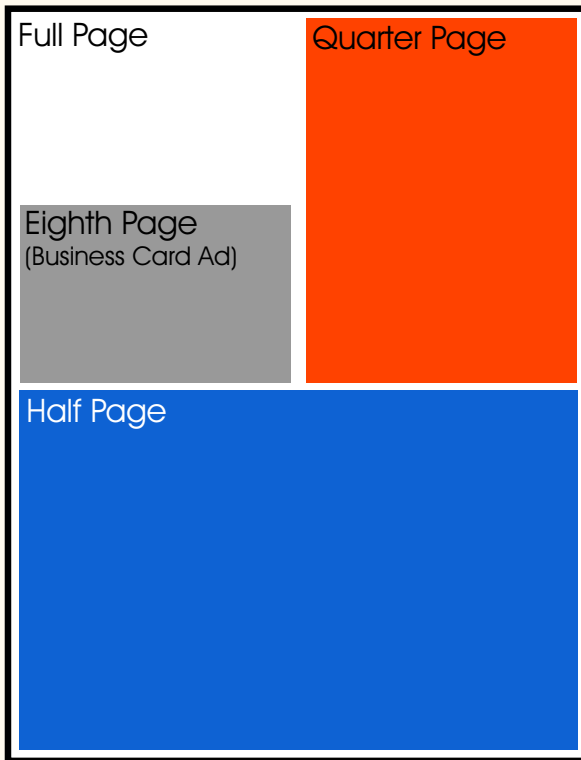
- Photos, text, logos, graphics etc. can be emailed to: [graphics@kda-communications.com](mailto:graphics@kda-communications.com)
- For larger files (2MB+) please upload the files to: [www.kdagraphics.sharefile.com](http://www.kdagraphics.sharefile.com)  
Login Name: [graphics@kda-communications.com](mailto:graphics@kda-communications.com)  
Password: kda1  
Click on folder "Art File Uploads" - Then Click on "Upload files"

## Graphic No-No's

- Microsoft Publisher or Powerpoint files are never acceptable.
- When submitting artwork, do not copy and paste your files into a Microsoft Word Document. Send all files as separate attachments. If submitting text for your ad, simply type it in an email.

# Display Ad Sizes

## Newsletters & Jumbo Directories



### Full Page:

Bleed: 9 x 11.5 in.  
Safe Area: 7.5 x 10 in.

### Half Page:

Horiz: 7.5 x 4.9 in.  
Vert: 3.6 x 10 in.

### Quarter Page:

Vert: 3.6 x 4.9 in.  
Horiz: 7.5 x 2.4 in.

### Eighth Page / Bus. Card:

Horiz: 3.6 x 2.4 in.

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## Classic Directories

### Full Page:

Bleed: 6 x 9 in.  
Safe Area: 4.8 x 7.6 in.

### Quarter Page:

Vert: 2.3 x 3.7 in.  
Horiz: 4.8 x 1.8 in.

### Half Page:

Horiz: 4.8 x 3.7 in.  
Vert: 2.3 x 7.6 in.

### Eighth Page / Bus. Card:

Horiz: 2.3 x 1.8 in.

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## Directory Signature & Line Ads

*Logo, Name, & Phone Number Only*

### Classic Book Signature Ad:

2.3 x 1 in.

### Jumbo Book Signature Ad:

3.6 x 1.2 in.

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### Bold Listing:

**ABC Company, Inc.  
770-555-5555**

### Normal Listing:

ABC Company, Inc.  
770-555-5555.....See Page 72