

# KDA Communications Advertising Specifics

We strive to maintain the highest level of quality in everything we do. In order to do so, we require all advertisers to submit high quality materials that meet industry standards within our deadlines.

## Ad Submission Guidelines:

- **Predesigned / Camera Ready Ads:** All ads submitted as print-ready, **must** be saved as **PDF** files. PDF files should be created with the following specifications:
  1. All fonts should be embedded.
  2. No RGB or lab images should be used; make sure all images are **300 dpi CMYK**.
  3. Zip compression with down sampling set no less than **300 dpi**.
  4. Color management set to "none".
  5. The "**press**" preset in the standard Acrobat will usually create an acceptable PDF.
- **Submitting text for KDA created ads:** Text can be submitted in the body of an email or as a Microsoft Word document.
- **Submitting logos for KDA created ads:** Logos should be vector files saved as ai or eps. All fonts should be converted to outlines. 300 dpi jpeg images are also accepted.
- **Submitting photos for KDA created ads:** Digital photos can be submitted 2 ways: 1) as the raw jpeg image downloaded directly from the camera with no downsizing or cropping (6MP+ camera); 2) edited image saved at desired print size and 300 dpi. The #2 option is also suitable for other graphics and artwork.
- **Submission "No-No's":**
  1. Copying images from websites - these images are low-res and will not reproduce well in print.
  2. Submitting print-ready ads not designed to our specifications - please see all of our ad sizes on this page.
  3. Submitting anything other than a PDF as a print-ready ad. We cannot accept Microsoft Publisher, Word, Powerpoint, or other layout software files as print-ready ads. Ads designed in any software must first be saved as a hi-res PDF (as instructed above).

## Ad Deadlines & Contact:

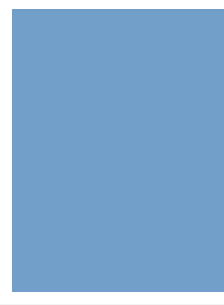
- **Newsletter Deadlines:** Ad content and print-ready ads must be submitted by the 7th of each month prior to publication month.
- **Directory Deadlines:** Directory deadlines vary for each neighborhood. Please contact your Marketing Representative for more information.
- **Where to submit ads & ad copy:** Email graphics@kda-communications.com all ad content and print-ready ads. For large files, please contact your Marketing Representative for uploading instructions.



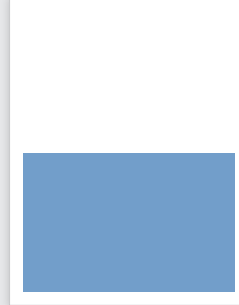
3300 Highlands Parkway SE • Suite 100 • Smyrna, Georgia 30082  
p: 678.905.4842  
www.kda-communications.com

## Newsletter Advertising

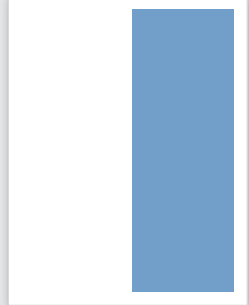
Our Newsletters are 8.5" X 11" and printed in full color on glossy paper. Each newsletter is direct mailed to its respective residents.



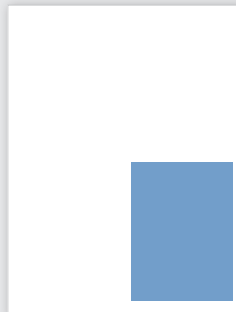
**Full Page**  
7.5" wide X 10" tall



**1/2 Page (horz)**  
7.5" wide X 4.9" tall



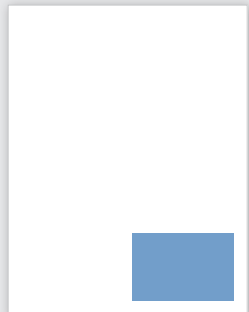
**1/2 Page (vert)**  
3.6" wide X 10" tall



**1/4 Page (vert)**  
3.6" wide X 4.9" tall



**1/4 Page (horz)**  
7.5" wide X 2.4" tall



**Business Card**  
3.6" wide X 2.4" tall

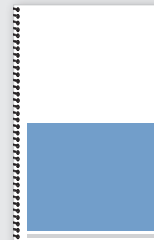
**Full page ads with bleed (covers only)**  
8.75" wide X 11.25" tall • 7.5" wide X 10" tall Safe Area

## Directory Advertising

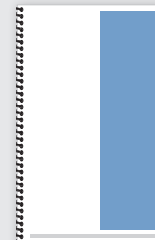
Our Directories are 5.5" X 8.5" spiral bound books, unless otherwise noted. Up to 2 business listings are included with each ad. Each ad, except guaranteed placement ads, is placed in the Business Listings section located near its classification in alphabetical order.



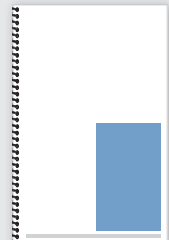
**Full Page**  
4.75" wide X  
7.75" tall



**1/2 Page (horz)**  
4.75" wide X  
3.8" tall



**1/2 Page (vert)**  
2.3" wide X  
7.75" tall



**1/4 Page (vert)**  
2.3" wide X  
3.8" tall



**1/4 Page (horz)**  
4.75" wide X  
1.8" tall



**1/8 Page**  
2.3" wide X  
1.8" tall

**Full page ads with bleed (covers only)**  
5.75" wide X 8.75" tall  
4.75" wide X 7.75" tall Safe Area

**Signature Ads**  
(Does not include business listing)  
2.3" wide X 1" tall

**Bold & Additional Listings**  
Contact your marketing representative for more information.