

# Direct Marketing Solutions



## 2010 Production Guidelines: Listing Enhancements

### Logos

- **Masthead Logo:** 2.18" wide x 0.437" high
- **Corporate Logo:** 2.18" wide x 0.437" high
- **File format:** .tiff or .eps
- High resolution (300 dpi), CMYK

### Miniature Covers in Listings

- 2.18" wide x 3" high (*neither dimension can be larger, but either can be smaller*)
- **File format:** Press Quality **PDF** is the only acceptable format
- High resolution (300 dpi), CMYK
- **Do not include crop and registration marks**

### Delivery Instructions:

**Upload your materials to:** <http://advertising.srds.com>  
(Please do not use special characters in file name)

**From your server:** Send us the URL and we will pick up your creative from your Web server.

**Mail:** ZIP or CD-ROM  
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### General guidelines and policies

- Shall be subject to SRDS approval
- New creative may be submitted once a month