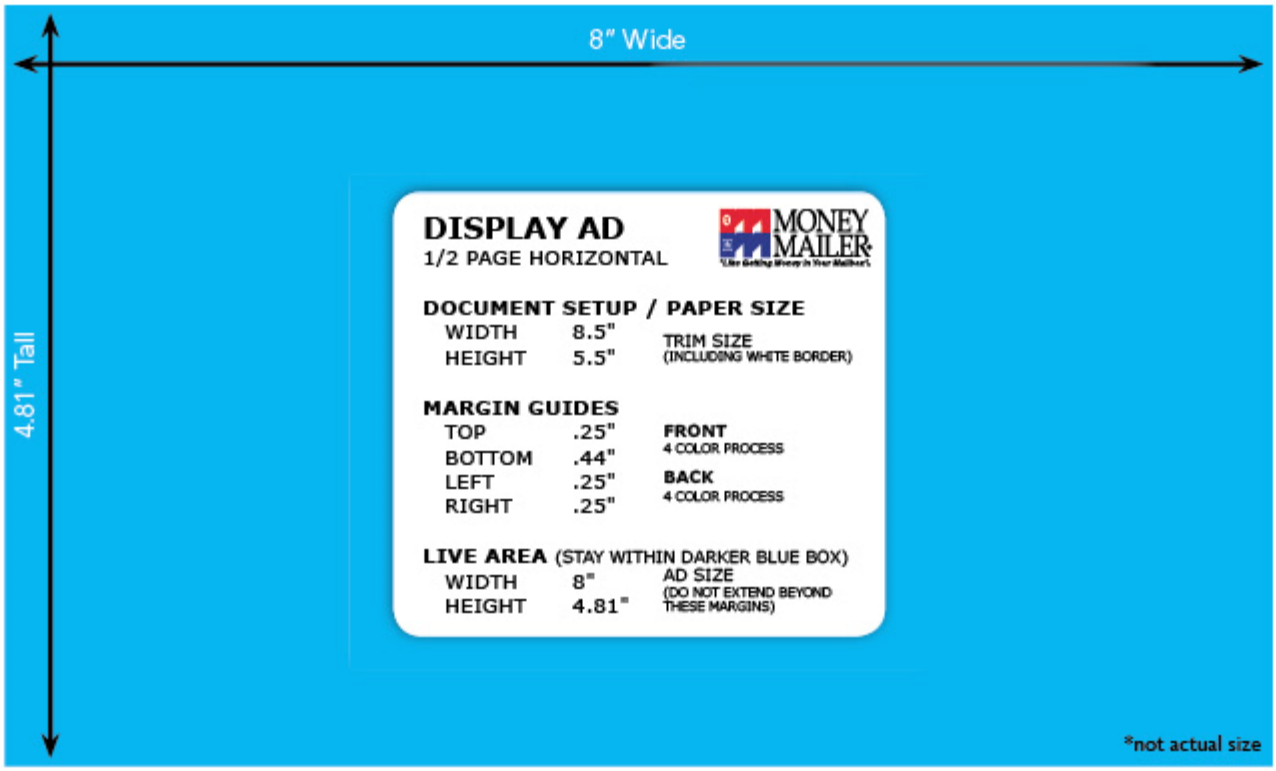
MONEY MAILER®
"Like Getting Money In Your Mailbox"™

DISPLAY AD
Specifications and Guidelines



IMPORTANT NOTE: The art will be downsized 10% when plated to fit our new product size. If you have size requirements for any ad elements, please build them at 110% of the required size.

- Live art area is 8" wide by 4.81" tall - bleeds are not allowed.
- All art must be submitted as Process/CMYK color space. RGB is not supported.
- All ads must be created on a Macintosh or comparable professional software on PC.
- Registration/Rich Black is not supported under any circumstance. ALL black elements must be made of 100% black only (0% of Cyan, Magenta and Yellow values).
- If sending a non-rasterized pdf, please embed fonts.
- If sending rasterized art, the minimum acceptable resolution is 300 dpi.
- Tint values of less than 10% are not supported.
- All type under 10 points must be colored with 100% black, cyan or magenta.
- Type smaller than 6 points, and reversed type smaller than 10 points is not supported.
- Each ad side (front and back) must be built as an individual single page file.

Failure to comply with these requirements may result in unsatisfactory printing.

Send completed artwork to: Odie Strohm
ostrohm@moneymailer.com • 214-212-1873