

EAST DALLAS MAGAZINE

SPEC SHEET

designer,

All advertisements must be submitted in full color.

Digital ads should be designed in RGB color mode.
Print ads must be designed in CMYK or RGB color mode.

Please ensure files are built at the correct size and resolution for their intended use, and that colors are properly converted prior to final export to avoid unexpected color shifts.

**TOTAL
DISTRIBUTION**
8600

**AVERAGE
HOME VALUE**
1.2M

**HH
INCOME**
250K

**READER
AGE RANGE**
35-55

SPECS SHOWN IN INCHES | BLEED INCLUDED

Two Page Spread

H 11 x W 17

Full Page

H 11 x W 8.5

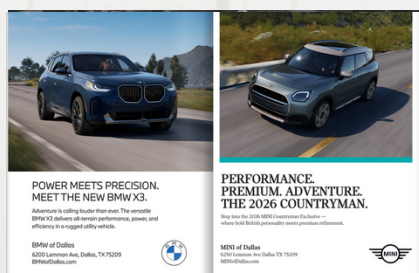
Half Page

H 5.377 x W 8.377

Third Page

H 3.377 x W 7.877

TWO PAGE SPREAD



FULL PAGE



THIRD PAGE



HALF PAGE



Questions?

📞 817-937-5359

🏠 Richard Harmer

✉ creative@visiteastdallas.com