



## GOOD \* OLD \* DAYS®

## Looking Back®

## The Nostalgia Market

"According to the Bureau of Labor Statistics, those people aged 45 to 54 and 55 to 64 had the highest median weekly earnings of any age segment in the United States: \$844 and \$860, respectively. Meanwhile, those 20 to 24 had weekly earnings of only \$454. Those who are 25 to 34 earned \$682.

Stephanie Pappas, a senior planner for BBDO NY, said there was now good reason for ad clients to seek the mature audience. In some ways, they are the ideal consumer. They have money, they consume loads of media, and they remain optimistic, she said."

-NYTimes



### MAGAZINE PROFILES



## GOOD \* OLD \* DAYS®

Good Old Days, the magazine that remembers the best of times, features stories from the 1930s to the mid-1960s that are contributed mainly from readers. In a personal and nostalgic format, readers tell of their reactions to inventions, their laughs and sorrows and their surprises and joys as they remember the innocence and treasures of a time gone by with a particular emphasis on the years between the beginning of World War II and the "Baby Boom" era.

With a hefty section of "want ads," an offering of poems and sheet music and stories from the greatest generation, Good Old Days touches the hearts of readers as they travel down memory lane with each issue.

Total Audience\* 550,000 Average Household Income \$55,000 66% Women Average Age 68 **Home Owners** 80% County Size B, C, D 79% Circulation 175,000

6 times annually Frequency

\*Good Old Days has 3.2 readers per issue, Personics Study

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# Looking Back®

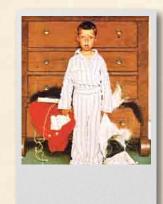
Looking Back magazine caters to the nostalgia market with heart-warming stories that tell of relationships and community, highlight good deeds and visit thoughtful actions.

Designed to engage readers with full-color pages on high-gloss paper with easy-to-read type, readers find comfort in its first-person stories, handmade recipes, thoughtful photos and touching illustrations from a time of family, simplicity and home. It includes sections on home cooking, health, travel and call-outs on other topics.

Total Audience\* 350,000 Average Household Income \$54,000 71% Women 59 Average Age **Home Owners** 82% County Size B, C, D 79% Circulation 110,000

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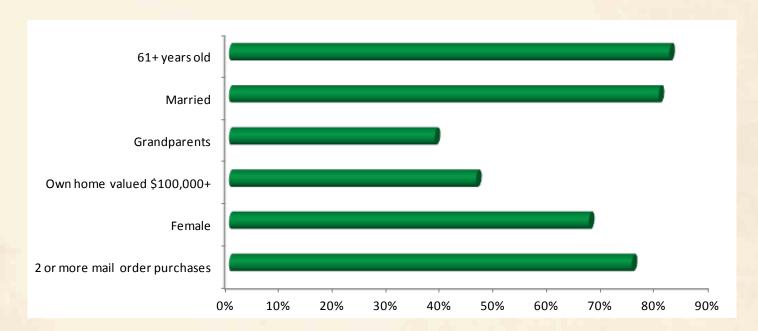


### READER PROFILES



Today's nostalgia market has never been stronger. With two print magazines, two websites and two Newsletters in this category, DRG reaches readers who spend time with the product (60% spend three plus hours with each issue) and value the content (more than half read all the ads and nearly half visit advertisers' websites.)

## GOOD \* OLD \* DAYS®



Average household income: \$55,000

## **Buying Influence**

#### Cultural

Charitable givers INDEX 387
Veterans issues INDEX 395
Cultural/politics INDEX 181
Pet owners INDEX 267
Travel INDEX 175

#### **Financial**

CD money market INDEX 290
Financial investments INDEX 212
Credit cards INDEX 153
Stocks/bonds INDEX 217

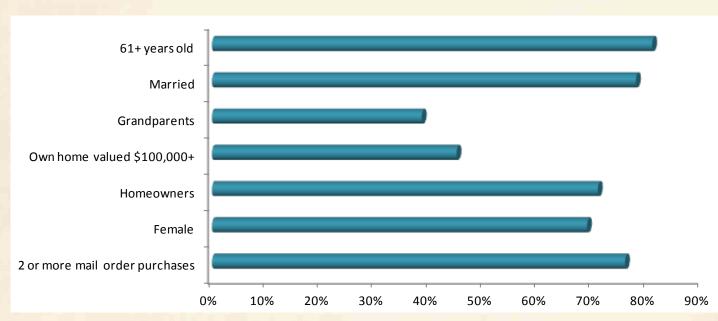
#### Health

Diet & health INDEX 192 RX arthritis, pain, diabetes INDEX 156 OTC cold, flu, allergy INDEX 147

Source - Merkel/MRI

With a desire to reminisce, the nostalgia market attracts loyal and active readers with assets, hobbies, interests and time on their hands. Many have just retired and are now sharing stories of yesterday with friends and family.

## Looking Back®



Average household income: \$54,000

## **Buying Influence**

#### Cultural

Charitable givers INDEX 408 Veterans issues INDEX 426 Cultural/politics INDEX 186 Pet owners INDEX 267 Travel INDEX 181

#### Financial

CD money market INDEX 347
Financial Investments INDEX 212
Credit cards INDEX 180
Stocks/bonds INDEX 228

#### Health

Diet & health INDEX 192 RX arthritis, pain, diabetes INDEX 160 OTC cold, flu, allergy INDEX 150

Source - Merkel/MRI

## **PRINT**



## GOOD \* OLD \* DAYS®

#### **Good Old Days on**

Wheels: Features reminiscences centered on all types of transportation.



**Old-Time Music:** 

Features a popular song from the good old days. Includes lyrics and music.



#### **Looking Hollywood**

**Way:** Features biographical backgrounds on the starts of Hollywood's golden era.



Wanted: Features short columns from readers who are searching for something from the good old days.

Worked pechanics of all Ninds, expensively total Farins, Heated Farins Folio, Delisare and Collifornia Working Farins Folio, Delisare and Collifornia Working and Englands, sourcests, patter been, excelleds and Englands, 20200-2718 States, 21 Key Li, Jackson, 302 08200-2718 Fyin have freed in a heartest forces, there a gloud of Nines a Food Space, Albas, I am et a gloud of Nines a Food Space, Albas, I am of a gloud of Nines a Food Space, Albas, I am of the Space of the Space of	Wanted  Please send, or led one where it can find, some cases flower foods. Similar for desiration of the control of the contr	Colonization our GDN mediting anvisement in August. Winald lines to receive a circular school and schools. This program is and our hearts. New parts in the Margarette land our hearts. Newwish B. Liu Mierges, N. Bas GBL, Newsysle, N. of 1732–1688.  Requesting 1502s plays, a la Agist Rate. Dischools and Lifes Namey and a familiate. Starks, "These the right last plate. Starks," "These the right last coloniates and and Emought the fact No world hydron. Margarette last coloniates and and Emought the fact No world hydron. Margarette last coloniates and and program in the coloniates and an article of the coloniates and article of the coloniates and an article of the coloniates and article of the coloniates and an article of the coloniates and article of the coloniates are coloniated and article of the coloniates and article of the coloniates are coloniated and article of the coloniates are coloriated and article of the coloniates are coloniated and article of the coloni
Warfield Information about genet-grand- foliate Disortes W. Gene, is, via. 1983, Leuking for disperables. URE XESSAME ADM: 12, August 1980–May 1981, URE Cross ACM pages Alley May 1981, URE Cross ACM 1981–May 1981–May 1981, URE Cross ACM 1981, Lincoln Language, Essam Case, 213 County Fish, 124, Revoille, NY 1827-8728.	Liddenk, TX 7843-40T1  You'red. Stiffsdayget-well dand shinner list bend who will be 75 years old July 3. Shiffsong from tree cannot. William Freda, 2018 Shedines III, Rebishers, Fr, 18323. Used to be very action, soliding breakfall on conting human, validationing be founded in conting human, validationing be Shutchbert, inc. Cawal Mininger, 1828. Ones 31, Shiffsday, FR 2018-1937.	seem Manhal UEE Plate AC-21, 1960-196 Jenry Tohin' Carrier BMSN 2nd D Solking for Carl Carrier, Tale Plags at 20hr C. Honsele, or anyther of that to 20hr C. Honsele, or anyther of that to bains, Jevry Carrier, 1978 S. Kenl Er Walnist and Total Carl Walnish and Total Carl Walnish and I recorders to a form-oat mother of all transferring in a form-oat
pulls for others who need them by sending their directs tracks. If anyone has old embedding patterns, hill true those has old purp pals. Many Hartby, 200 W. Samuel St. Hamilton, MO 60000-2009	Wanted Red Heart yars variegated non- 1990 to complete an alghan. This color has been discontinued. Jeanstle Theless, 349 M. Seventh St., Seward, NE 68436-1719	crock. Need to know ingredients and to long to lef it set. Kathleen Ammerman, T. N. Main St., Millindows, Pd. 17009-1000 Looking for among your habite fact. Pref.
Nurthell card chower for briffiday, April 18, 2011. Audiesy Esmandes, 9 Shepard Rd., Apl. LS, Nortolis, CT 06058-1188	Have new aid slick parts for 1967 Model U-P basement light with installation and maintenance manual. After Van Des Brink, 6763 120th Ave., Fennyille, MI 69608	black Will consider other colors. Rise ner pattern for holl stocking cap, adult as infant none. Laura Thempson, WIE Faum Are., Rib Lake, WI 04470-0004
The Wanted column is a service for Good Old Days subscribers only. When accepted, Wanteds are printed force of charge. Send your request to: "Wanted," Good Old Days, 306 East Parr Road, Berne, IN 46711. Here are our Wanted widelines:		I have unativing beads for making joint Also, many VCR tapes. If I have one or work, it's yours for the postage. Zame of on old common. Leava Millbeck, 26X County Hoy. 24, Eshand, MN 98534-647
✓Wanteds must be accomp Days mailing label (sendin ✓Wanteds take about eight	Looking for namence to rection light bar signs. I have a Harmin Beer opn at money water from the 1900s, 101 onp. A molecular in appreciated. D. Walten, E Third Ave. W., Cresse, US 22120-1217	
please send time-sensitiv ✓Please do not send dupl Wanted every eight month	My husband turned 80 years old May 2011. He is WWI selecte. We have be marked 68 years. In sure he would say some cards. Please send to Police! Polys Wands Reves. 6019 E. 205 St. D.	
✓Wanteds should be typewer your Wanted to be accural errors resulting from illegi	Maines, IR 90317-6809 Wanted information about family of The and Done Gay Johnson, Moultie, G	
✓Wanteds should be 50 wor ✓We do not accept photos to offering items for sale or ✓Final decisions on Wanted a editorial staff.	There d. 1914, Colopell County, Alex, Sen of John Summerhold and Mattilda Pia- Netion, Tyrion, Ga. Mattida d. in Count, Fi Ga. 1925, John d. ia. 1919 in Tylion, De- Johnson Delblorg, 2023 Creskell S. Eanger, TX 70266-7568	
✓Submissions cannot be ack ✓For privacy reasons, we do	Seeing information on Francis Ja- "Jeanne" Young-mother Francise In- lest Carriors, Soften Housel Youn- grandparents Note Suffice-Carriors as	
✓Please be patient. If you ha  Wanted will concor	grandparento: Note Sulfman-Garden as Clareton Walter Garden; unule: Meton Garden. Last-tinoen location was Jeon or Plano, Seas. Married name is Jeon	

Good Old Days in the Kitchen: Features reminiscences that are evoked based on a particular recipe.



#### **Good Old Days**

Quiz: Features a short quiz centered around questions about events, entertainment and fun from the good old days.

lour again and repeat the process again and again and a few more times.	to get rid of me for a few minutes, but I diligentle reported 80, or 90, or whatever the exact count was			
When the dough was thin enough to sait my	We would reach about 105 or 110 raviolis who			
other, she would mix the ravioli filling. She lended the ricotta with stated Romano cheese, salt.	she ran out of filling. She would cut the leftover			
enaed the receta with grates Romano enesse, sair, epper, an ery, and pursley flakes.	dough into strips and the strips into short pieces			
epper, an egg, and pursuey traces.  How much of each instrudient did Ma use? There	about 2 inches long. I would pinch the center of the short pieces into bow ties; they would supplement			
ras no sense asking. My sisters have constantly	the restalla			
omplained that my mother didn't measure anything.	There are levends about Ma's raviolis. Sometim			
f they asked her how much of an ingredient to use,	before I was been, Ma had her brother Leo sa a dimer genet. He at so many of her raisolis that he had so be taken to a hospital and have his stemach pumped. That stems were selected as the selection of the main course. It was a reminder not to overant. Another sime, the made the raisolis signs without spirach filling. She never made raviolis again without several members of the family mentioding her. "Don't put spirach in it"  When the saved her raviolis, which includes			
er answer would be a vague "Enough."  With the dough rolled out and the filling mixed,				
was ready to play my part in the procedure. Ma				
rould plank large dollops of filling in a row on the				
lough, fold the dough over the top of the dollops,				
nd cut out each in a semicircle. It was my task to				
rimp the edges with a fork so that the raviolis stayed				
ngether while cooking. The final product was the ize of a modern apple turnover.				
Ma's bedroom was just off the kitchen, Earlier.	her "bow tios," they were accommanded by meatball			
he had stread a clean sheet over her bed and dusted	sansage and braciole—thinly sliced beef, layered with stuffing, formed into a roll and tied with string			
he sheet with flour. When Ma had completed and				
ut out a row of raviolis, I had to carry them to her	to hold its shape while cooking. Yum!			
ed and line them up in neat rows.	My wife, Elaine, mimicked my mother			
We repeated the process over and over. As she	manufacture of raviolis-once. Never again!			
eared the end of her chore, she would ask me how	I admit that I enjoy those 2-inch square froze			
nany raviolis she had made so far. I don't know I she neally wanted to know, or if she just wanted	raviolis sold in the supermarket. But they will never replace the real thing, Ma's homemade raviolis. •			
f she really wanted to know, or if she just wanted	replace the real thing, Ma's homemade raviolis. •			
i sice really wanted to know, or if size just wanted  Popular Li	replace the real thing, Ma's homemade raviolis. • ast Words			
i she neatly wanted to know, or if she just wanted  Popular Li  By Herm.	reptace the real thing, Ma's bennemade rissistis.   ast Words  Abbright			
i she neatly wanted to know, or if she just wanted  Popular Li  By Herm.	reptace the real thing, Ma's bennemade rissistis.   ast Words  Abbright			
she really wanted to know, or if she just wanted  Popular Li	reptace the real thing, Ma's bennemade rissistis.   ast Words  Abbright			
the early wanted to know, or if she just wanted  Popular Li  By Herm.  Some television news anchors and comedians  Senary you can match with their "but words."	reptace the real thing, Ma's bennemade rissistis.   ast Words  Abbright			
i she neatly wanted to know, or if she just wanted  Popular Li  By Herm.	replace the real thing, Ma's bennemade reviols.   ast Words  Abbright re known for their famous sign-offs. See how			
f the neally wanted to know, or if the just wanted  Popular Li  By Hem.  S rans tulevision news anchors and connediums a  range you can much with their "hast words."  1. "Good night and good lock."  2. "Good night and may God blocs."  3. "Go boams."	replace the real thing, Ma's homenmade rinsiolis.   ast Words  Abright re known for their famous sign-offs. See how  A. Dan Rether B. Waher Crenkin C. Demais Miller			
Popular La  By Herm.  Seese television news auchors and conscilians as many you can match with their "but words."  1. "Good night and groud lack"  2. "Good night and anny God bloos."  3. "Go home."  4. "Say good night, Circici."	Implace the neal thing, Ma's beneamade raviolis. •  ast Words  Aborgle  A. Dan Rether  A. Dan Rether  C. Dannis Miller  D. Jimmy Durante			
Popular La  By Hom.  Sense television news anchors rad cornelina  Sense television news anchors rad cornelina  1. "Good night and good back."  2. "Good night and good back."  3. "On bours."  3. "On bours."  5. "On bours."  5. "On bours."  5. "On bours."  5. "On bours."  6. "On bours."	Implace the real thing, "Ma's benemade 'reviolis, &  ast Words  Alberghe  A. Dan Repher  B. Wolne Creation  C. Dennis Miller  E. Elderout R. Marrow  E. Elderout R. Marrow			
Popular Li  Seme television news anchors are consumer  Seme television news anchors are consumer  Semes television news anchors are consumer  1. "Good sight and good lack."  2. "Good sight and good lack."  3. "Good sight of good lack."  4. "Say good night. Gracia."  4. "Say good night. Gracia."  6. "Good for prace."  6. "Good for prace."	Implace the real thing, Ma's bencemade 'crossios. ♦  ast Words  Aborghe  A. Dan Rether  B. Waher Crosskie  C. Danies Maller  D. Sinney Demander  E. Links Effective  E. Links Effective			
when early wanted to know, or if the past varied  Popular L  By Hom.  Seen television news anchow and consults  Seen type on on mark with their "hast words."  1. "Good sight and good lack."  2. "Good sight and good lack."  2. "Good sight and good lack."  3. "Good sight and may find blanc."  4. "Say good sight, Grack."  5. "And that's the way a is."  7. "And so is goot."  7. "And so is goot."	Implace the next thing. Ma's homemade /mristis. ♦  Aborgide  A. Dan Resher  A. Dan Resher  B. Walner Combine  D. Branny Directate  E. Balouel R. Marrow  G. Mollowell R. Marrow  G. Boll Skichne  G. Boll Skichne			
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On the continue of the continu	Implice the real thing. Ma's benomade revisits. ◆ ast Words  Althorize  A. Dan Ruber  B. Water Consider  C. Danies Maller  C. Danies Maller  E. Elevard R. Manner  F. Linda Ellerber  G. Bad Sachen  L. Tany Ultion  1. Tany Ultion			
As notly vasted to loose, or if the just vasted  Popular Li  Search before me and me a	Implace the multi friend, Mark betweenside (restolio, &  ast Words  Abbright  A. Dan Rother  A. Dan Rother  C. Danies Miller  C. Danies Miller  E. Halver R. Meren  F. Lishevel R. Meren  G. A. B. Schane  G. A. B. Schane  G. A. B. Schane  G. A. B. Schane			

## Home Cooking: Features nostalgic culinary memories and associated recipes, as well as a Recipe Swap where readers can ask about and recipes from the good old days.

**Happy Trails**: Features favorite nostalgic destinations in North America including the Great Smokey Mountains, Gatlinburg, Tenn.; Savannah, Ga.; Las Vegas, Nev.; and Santa Fe, N.M.



**Profiles**: Features highlights about a famous American character or personality from the 1940s-1960s.



It Happened In ...: Features events, entertainment, inventions and other fun information from a specific year in the good old days.



**Home Cooking:** Features nostalgic culinary Recipe Swap where readers can ask about and share



**Home Remedies:** Features some of the "granny cures" and old-time remedies from the past.



**Rewind:** Features products, fashions and entertainment from the 1940s-1960s



## PRINT SCHEDULE



## GOOD \* OLD \* DAYS®

# Looking Back®

Issue	Ad Close Date	Materials Due Date	Shipped to Subscribers Date	In-Home Date
Jan/Feb 2012	10/27/11	11/03/11	12/13/11	01/03/12
Mar/Apr 2012	12/22/11	12/29/11	02/07/12	02/28/12
May/Jun 2012	02/23/12	03/01/12	04/10/12	05/01/12
Jul/Aug 2012	04/06/12	05/03/12	06/12/12	07/03/12
Sep/Oct 2012	06/28/12	07/05/12	08/14/12	09/04/12
Nov/Dec 2012	08/30/12	09/06/12	10/16/12	11/06/12
Jan/Feb 2013	10/25/12	11/01/12	12/11/12	01/01/13

Issue	Ad Close Date	Materials Due Date	Shipped to Subscribers Date	In-Home Date
Dec 2011/Jan 2012	09/22/11	09/29/11	11/08/11	11/29/11
Feb/Mar 2012	11/23/11	12/01/11	01/10/12	01/31/12
Apr/May 2012	01/26/12	02/02/12	03/13/12	04/03/12
Jun/Jul 2012	03/29/12	04/05/12	05/15/12	06/05/12
Aug/Sep 2012	05/24/12	05/31/12	07/10/12	07/31/12
Oct/Nov 2012	07/26/12	08/02/12	09/11/12	10/02/12
Dec 2012/Jan 2013	09/20/12	09/27/12	11/06/12	11/27/12













## 2012 EDITORIAL CALENDARS



## GOOD \* OLD \* DAYS®

#### January/February 2012 Issue

#### On sale: January 2012

Holidays Covered: New Year's Eve and Day, Valentine's Day, Black History Month, Presidents Day.

Story Ideas: New Year's resolution follies and blunders. Winter activities: snow ball fights, skating, sledding, staying busy on long winter days. How I met my spouse. School-time crushes. Love and marriage. Old-fashioned shivarees.

Submissions Deadline: 6/30/2011

#### March/April 2012 Issue

#### On sale: March 2012

Holidays Covered: St. Patrick's Day, Earth Day, Easter, April Fools' Day.

Story Ideas: Early spring themes. April Fools' Day jokes that went bad or went good. World War II rationing. Making or flying kites. Spring planting. Getting the garden ready. April showers. Church on Easter Sunday. Easter egg hunts.

Submissions Deadline: 8/31/2011

#### May/June 2012 Issue

#### On sale: May 2012

Holidays Covered: Mother's Day, May Day, Memorial/Decoration Day, Father's Day.

Story Ideas: Memories of Mama and Papa. Mother's favorite recipes. When Mama learned to drive. The start of summer vacation. Gardening on hot summer days.

Submissions Deadline: 10/31/2011

#### July/August 2012 Issue

#### On sale: July 2012

Holidays Covered: Independence Day.

Story Ideas: Summer activities. Hot weather. Family vacations. Threshing time. Staying cool. "Take me out to the ball game." The summer kitchen. Canning the garden's produce.

Submissions Deadline: 12/31/2011

#### September/October 2012 Issue

#### On sale: September 2012

Holidays Covered: Labor Day, Grandparents' Day, Halloween.

Story Ideas: The first day of school. "What I did on my summer vacation" stories. Memories of Grandma and Grandpa. Favorite Halloween memories. Fall foliage; raking leaves. Harvest time.

Submissions Deadline: 2/29/2012

#### November/December 2012 Issue

#### On sale: November 2012

Holidays Covered: Veterans Day, Thanksgiving, Pearl Harbor Day, Hanukkah, Christmas.

Story Ideas: World War II memories. Thanksgiving; "Why I was thankful back then." Preparing the Thanksgiving Day meal.

Christmastime in the Good Old Days.

Submissions Deadline: 4/20/2012

\*Editorial calendar subject to change.

## Looking Back®

#### February/March 2012 Issue

Editorial Emphasis: Early spring themes • On sale: February 2012

Story Ideas/Holidays: Valentine's Day, love and marriage, how I met my spouse, how he proposed, St. Patrick's Day, spring, spring planting, gardening, Easter, Easter egg hunts, April Fools' Day jokes, rainy day activities.

Submissions Deadline: 8/19/2011

#### April/May 2012 Issue

Editorial Emphasis: Mothers' stories, patriotic themes • On sale: April 2012

Story Ideas/Holidays: Remembering May Day celebrations, Mother's Day, what made your mom special, Mom's favorite recipes, Memorial Day tributes, World War II stories, end of school year.

Submissions Deadline: 10/21/2011

#### June/July 2012 Issue

Editorial Emphasis: Fathers' stories, patriotic themes, summer • On sale: June 2012

Story Ideas/Holidays: Father's Day, what made your dad special, activities with parents, summer vacations, summer activities, family picnics, Independence Day, Flag Day, gardening and canning vegetables, summer chores.

Submissions Deadline: 12/21/2011

#### August/September 2012 Issue

Editorial Emphasis: Firsts/back to School • On sale: August 2012

Story Ideas/Holidays: First day of school experiences, school fun, Labor Day celebrations, childhood friends, your first car, your first house, favorite teacher, hobbies.

Submissions Deadline: 2/17/12

#### October/November 2012 Issue

Editorial Emphasis: Halloween, late autumn and Thanksgiving themes • On sale: October 2012

Story Ideas/Holidays: Scary Halloween moments, ghost stories my Grandma/Grandpa told, harvest stories, carving pumpkins, Halloween pranks, Thanksgiving dinner and traditions, visiting grandparents, Veterans Day memories.

Submissions Deadline: 4/20/2012

#### December 2012/January 2013 Issue

Editorial Emphasis: Holiday celebrations and traditions, winter activities, snow themes • On sale: December 2012 Story Ideas/Holidays: Ice-skating on the pond or at the rink; sled-riding, building the best snowman, activities to keep busy on winter days, how Holidays were celebrated, school vacation, winter storm survival, winter chores. Submissions Deadline: 6/22/2012

\*Editorial calendar subject to change.

## **ONLINE**



#### www.GoodOldDaysMagazine.com; www.LookingBackMagazine.com

Good Old Days and Looking Back come to life online with an instant look at the current issue, a preview of the next issue and keyed access to past issues with searchable features. Also find extra editorial content, want ads, downloads, special offers, Web bonuses, store locators and more. All of the articles and pages on GoodOldDaysMagazine.com and LookingBackMagazine.com can be viewed with large type and images to prevent eyestrain and to encourage time spent on the site. GoodOldDaysMagazine.com and LookingBackMagazine.com serve 26,000 monthly page views.



#### **Good Old Days Newsletter**

Over 65,000 nostalgia lovers have signed up for *Good Old Days'* FREE newsletter, which arrives every three weeks featuring stories, additional want ads, trivia questions and more from the good old days. This list is regularly updated.

#### **Email Blasts**

DRG has an email database of nostalgia lovers that can be accessed for your company's promotional email blasts. There are approximately a total of 200,000 email subscriber names, with the lists being updated frequently.

## **SPECS**

### **Print**

Full Page

#### **Full Page**

Trim 8" x 10¾"
Bleed 8½" x 11¼"

#### **Two-Thirds Page**

Vertical 4%" x  $9\frac{1}{2}$ " Horizontal 7" x  $6\frac{1}{4}$ "

½
Page
Vert

Page

½ Page Vert ⅓ Page Horizontal

> <sup>2</sup>⁄₃ page Horizontal

#### **One-Third Page**

 Vertical
  $2\frac{1}{4}$ " x  $9\frac{1}{2}$ "

 Horizontal
 7" x  $3\frac{1}{8}$ "

 Square
  $4\frac{5}{8}$ " x  $4\frac{5}{8}$ "

#### **One-Half Page**

Vertical  $3\frac{1}{2}$ " x  $9\frac{1}{2}$ " Horizontal 7" x  $4\frac{5}{8}$ "

¼ Page Horizontal

> 1/3 Page Vert

1/6 Page Horizontal ⅔ Page

Vertical

1/6

Page

Vert

**One-Fourth Page** 

Vertical 3½" x 45%" Horizontal 45%" x 3½"

#### **One-Sixth Page**

Vertical  $2\frac{1}{4}$ " x  $4\frac{5}{8}$ " Horizontal  $4\frac{5}{8}$ " x  $2\frac{1}{4}$ "

#### **One-Twelfth Page**

Square 21/4" x 21/4"

½ Page Horizontal

⅓ Page Square

### **Online**

UnitSize (Pixels)Leaderboards728 x 90Wide Skyscraper160 x 600Medium Rectangle300 x 250

Full Page PDF Download 8" x 10.5" (144–350 dpi)

#### **Submitting Materials**

Materials can be submitted by email if files are under 5MB, or uploaded to an FTP site. For information on our FTP site, contact Malinda Webster (contact information below). Proofs and CDs can be mailed to:

DRG Malinda Webster Ad Sales 306 E. Parr Road Berne, IN 46711

#### **Electronic Media**

DRG operates on a Mac platform. Files must include ALL original files, images (linked, placed or supporting EPS files) and fonts.

#### **Fonts**

All fonts used are to be supplied or converted to outlines.

#### **Images**

Supply high-resolution images (300 dpi or better). Photoshop files, PDFs, .TIFF, JPEG or EPS files are accepted. (DRG does not accept responsibility for the quality of low-resolution files.)

#### Colors

All colors must be CMYK. Spot or Pantone colors will be converted to CMYK. Black needs to be 100% black.

Contact us with questions:

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## GOOD \* OLD \* DAYS Looking Back

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