

# Advertise Specifications

Full Page Size	Regular Issue
Bleed Size .....	8.875" x 11.375"
Trim Size .....	8.375 x 10.875
Live Area .....	7.875 x 10.375
Half Page Size	
Bleed Size .....	8.875" x 5.9375"
Trim Size .....	8.375 x 5.625"
Live Area .....	7.875 x 5.1875"
Quarter Page .....	3.600" x 4.625"
Business Card .....	3.600" x 2.300"

Banner	
E-Newsletter .....	145 pixel x 200 pixel
DeshVidesh Website .....	145 pixel x 200 pixel
Half Banner	
E-Newsletter .....	145 pixel x 111 pixel
DeshVidesh Website .....	145 pixel x 111 pixel
Top Banner	
DeshVidesh Website .....	450 pixel x 49 pixel

## INSTRUCTION TO CREATE ARTWORK

Images used in PDF must be 300 DPI. Color Mode should be CMYK with 8 bit of color depth. Under PDF generate options keep Compression of Color Images ON with 300 DPI and Maximum Quality. Under PDF generate options color settings: Do not Color manage the file. Choose "Leave Color Unchanged".

If you are sending Photoshop image, Keep Image 300 DPI, Go to Image > Mode and Keep it RGB, Save it as JPEG, while as JPEG it will ask you for Quality, Keep it maximum.

**For More information Visit Following link on our website**

**<http://www.deshvidesh.com/artworkinstructions/>**



10088 W McNab Rd • Tamarac, FL 33321-1895  
 Phone: (954) 784-8100 • Fax: (954) 944-1958  
[info@deshvidesh.com](mailto:info@deshvidesh.com) • [www.deshvidesh.com](http://www.deshvidesh.com)

# REGULAR ISSUE

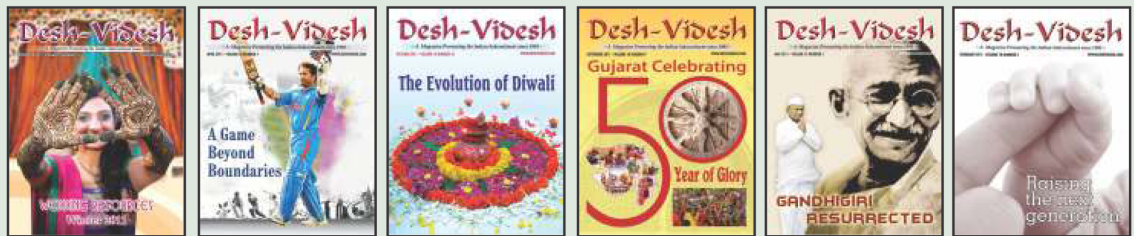
8.875 (Bleed Size)

8.375 (Trim Size)

7.875 (Live Area)

## Reach 75,000+

Indians, Pakistanis, Bangladeshi and Indo-Carribeans

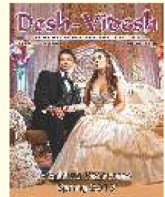


### Editorial Calender

- ◆ April - Health and Wellness
- ◆ May - Immigration
- ◆ July - Education
- ◆ October - Tourism
- ◆ November - Diwali

### Wedding Special

- ◆ March
- ◆ June
- ◆ September
- ◆ December



### Features & Benefits

- ◆ Higher profits
- ◆ Higher sales
- ◆ Qualified readership
- ◆ Longer shelf life
- ◆ Low investment per readership

Only South Asian Magazine covering Florida, Georgia, Washington DC, Virginia, Maryland, North Carolina, South Carolina, Alabama & Tennessee

### Percentage Distribution

Orlando-Tampa, Florida	23%
South Florida	23%
Georgia	38%
Washington DC, VA, MD	10%
North Carolina	4%
Alabama	1%
Tennessee	1%

**Do You Want More Profits?  
Reserve Your Space in  
Desh-Videsh Today!**

**Desh-Videsh**  
Media Group Inc.

10088 W McNab Rd • Tamarac, FL 33321-1895  
Phone: (954) 784-8100 • Fax: (954) 944-1958  
info@deshvidesh.com • www.deshvidesh.com

11.375 (Bleed Size)

10.875 (Trim Size)

10.375 (Live Area)