

Standard Margins & Specifications

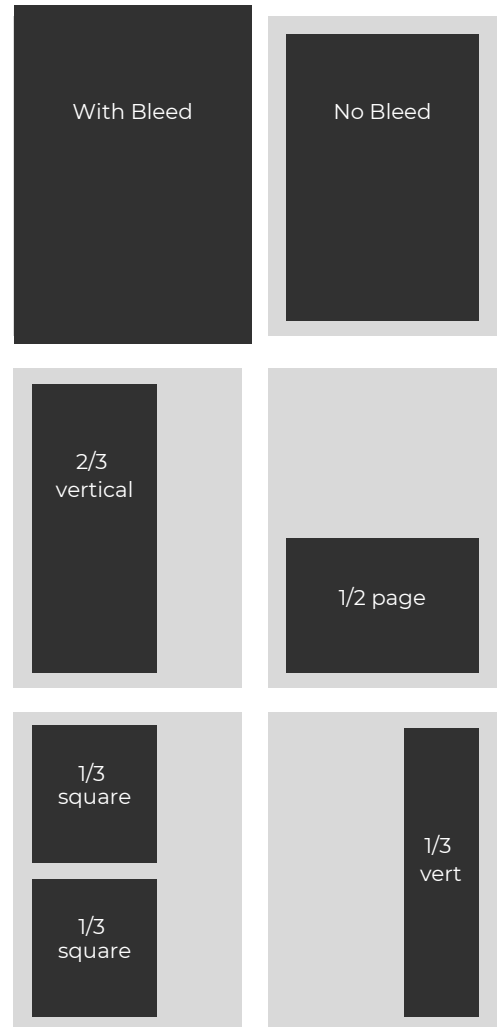
All ads must be in PDF format.

Images within ads must be 300dpi resolution.

Please refrain from using images or logos pulled from the web as they are not high enough resolution for print.

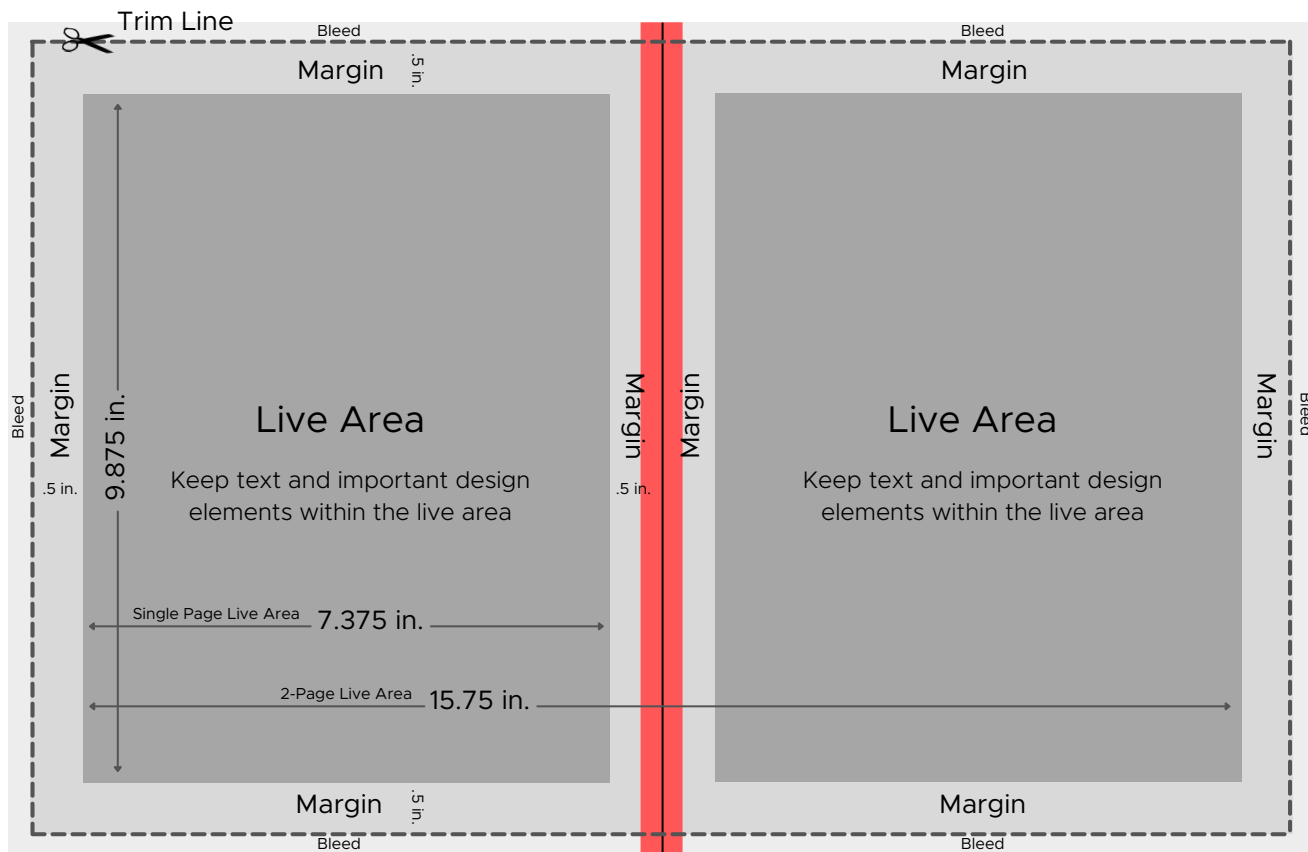
All ads must be CMYK.

Ad sizes in inches	W x H
2-page spread Full bleed	17 x 11.125
2-page spread non-bleed	15.75 x 9.875
Full page bleed	8.625 x 11.125
Full page	7.375 x 9.875
2/3 vertical	4.75 x 9.875
1/2 horizontal	7.375 x 4.875
1/3 vertical	2.25 x 9.875
1/3 square	4.75 x 4.875



Page Specs	Standards	Document Settings
Page Size (Trim)	8.375 x 10.875	
Bleed Size	8.625 x 11.125	.125 in. bleed on all sides
Live Area	7.375 x 9.875	.5 in. margins
Color	4-color process	CMYK
Image Resolution	High Resolution	300 dpi

Standard Size



↑
Bleed:
.125 inch past trim on all sides

A Full-Bleed ad needs to reach the edge of the bleed area.

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Gutter:
.25 inch on either side of the center fold

2-Page Spread ads should not have text or important images in this area. They will get lost in the fold.