PRINT AD SPECIFICATIONS

FULL PAGE

Trim Size: 7.875"w x 10.875"h
Bleed Size: 8.125"w x 11.125"h
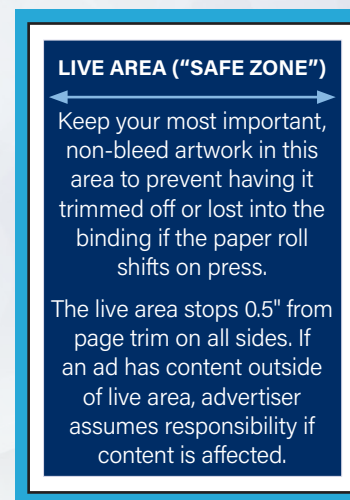**Live Area:** 6.875"w x 9.875"h

OUTSERT
7.875"w x 10.875"h
With Bleed: 8.125"w x 11.125"h

COVER TIP
7.75"w x 10.75"
With Bleed: 8"w x 11"h

SPREAD

Trim Size: 15.75"w x 10.875"h
Bleed Size: 16"w x 11.125"h
Live Area: 14.75" x 9.875"h

LIVE AREA ("SAFE ZONE")

Keep your most important, non-bleed artwork in this area to prevent having it trimmed off or lost into the binding if the paper roll shifts on press.

The live area stops 0.5" from page trim on all sides. If an ad has content outside of live area, advertiser assumes responsibility if content is affected.

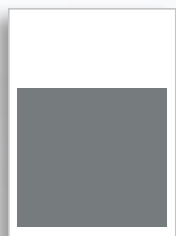**TRIM SIZE** (magazine final page size): 7.875"W x 10.875"H

BLEED SIZE (*full-page and spread ads only*) 0.125" on each side that extends to page edge

A bleed ad's artwork (such as colored backgrounds) extends all the way to the outer edge of the page. To accomplish this, the art needs to actually extend *beyond* the page edge, because paper rolls can shift on the press and the page trimmers don't always cut exactly where they're supposed to.
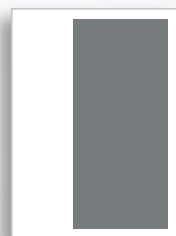
If your artwork is sized to end at the page edge and doesn't bleed, an errant cut on press might leave blank paper visible at the outer edge(s) of your artwork.
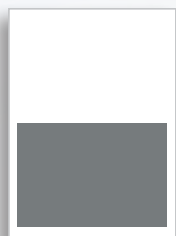
2/3 PAGE

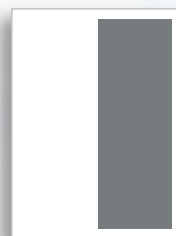**HORIZONTAL**
6.875"w x 6.375"h

VERTICAL
4.5"w x 9.875"h

1/2 PAGE

HORIZONTAL
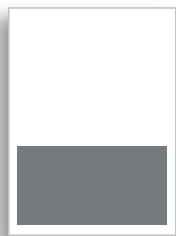6.875"w x 4.875"h

VERTICAL
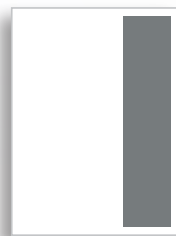3.3125"w x 9.875"h

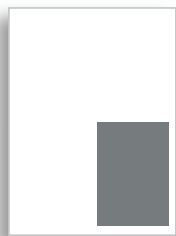## 1/3 PAGE

HORIZONTAL
6.875"w x 3.625"h

VERTICAL
2.125"w x 9.875"h

1/4 PAGE

3.3125"w x 4.875

Guidelines

- Include/embed all fonts and artwork.
- Image resolution: 300 dpi.
- Line illustration: 2,400 dpi.
- CMYK or grayscale only; convert all spot colors or RGB elements to CMYK before submitting.
- Limit file name to 24 characters, including the extensions.
- Files must be single pages or spreads; no multi-page files.
- Do not nest PDF files inside other PDFs or EPS files in other EPSs.

Document settings

- Partial-page ads: Supply at 100% trim size.
- Bleed ads: Extend bleed 0.125" beyond trim on all page edges.
- Keep live matter 0.5" inside trim dimensions on all sides.
- Spread ads: Do not place important information within the middle 1" across the gutter.

Submit files as press-ready PDFs to tanya@farranmedia.com