



TRIM SIZE = The actual size of the program. (5.5" x 8.5")

BLEED AREA = The area in which all artwork should extend.

Any image or colored area touching the edge of the TRIM SIZE MUST be extended 1/8" (0.125") on all sides *beyond* the TRIM SIZE.

LIVE AREA = Where all your content should stay within, such as Heading, Sub-Heading, Copy, Inset Photos, Contact Info, etc. In most cases, final artwork for full-bleed, full-page ads should be sized to 5.75" x 8.75".

Any final supplied art file without proper bleed will be shrunk to fit in the live area, which will cause white area all around the ad. Please keep all live material 1/4" (.25") from the trim on all sides. On two-page spreads, leave 0.5" gutter for all live material.

FULL PAGE TRIM SIZE = 5.5" x 8.5" (for ads with bleeds, add .125" bleed on all sides; 5" x 8" live area, otherwise use FULL PAGE NO-BLEED ad size).

AD SIZE

DIMENSIONS

FULL PAGE + BLEEDS	5.75" x 8.75" (5" x 8" LIVE AREA / 5.5" x 8.5" TRIM SIZE)
FULL PAGE (NO BLEEDS)	5" x 8"
1/2 PAGE HORIZONTAL	5" X 3.875"
1/2 PAGE VERTICAL	2.375" x 8"
1/4 PAGE	2.375" x 3.875"
1/8 PAGE	2.375" X 1.8125"