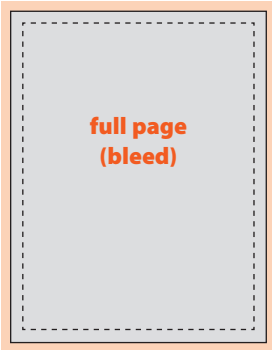


# ad dimensions

Build All Documents to Trim Size

## Full-page options



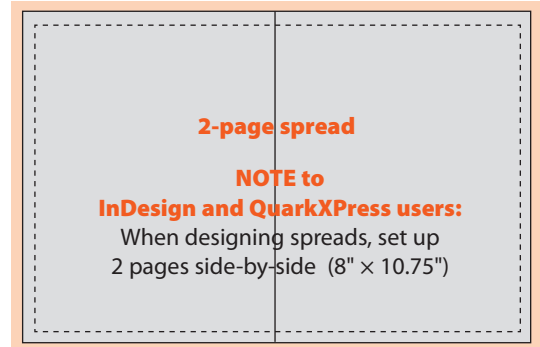
full page  
(bleed)

**TRIM SIZE: 8" × 10.75"**  
LIVE AREA: 7.5 x 10.25  
BLEED: 8.25 x 11



full page  
(non-bleed)

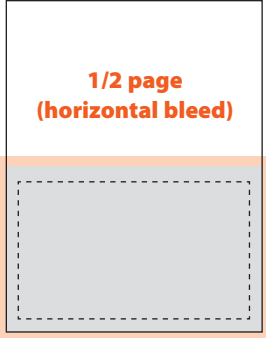
**TRIM SIZE: 8" × 10.75"**  
LIVE AREA: 7.5 x 10.25  
NO BLEED ALLOWANCE



2-page spread  
**NOTE to  
InDesign and QuarkXPress users:**  
When designing spreads, set up  
2 pages side-by-side (8" × 10.75")

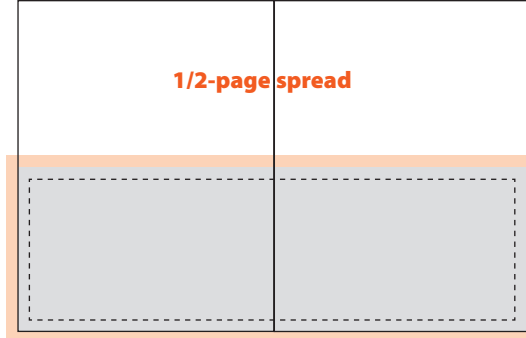
**TRIM SIZE: 16" × 10.75"**  
LIVE AREA: 15.5 x 10.25  
BLEED: 16.25 x 11

## 1/2-page options



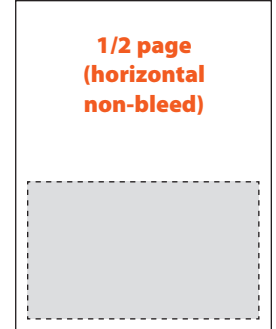
1/2 page  
(horizontal bleed)

**TRIM SIZE: 8" × 5.3125"**  
LIVE AREA: 7.5 x 4.8125  
BLEED: 8.25 x 5.5625



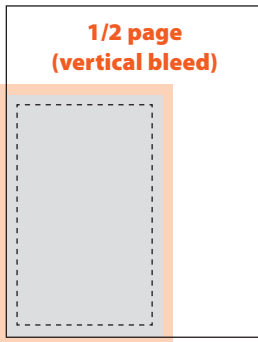
1/2-page spread

**TRIM SIZE: 16" × 5.3125"**  
LIVE AREA: 15.5 x 4.8125  
BLEED: 16.25 x 5.5625



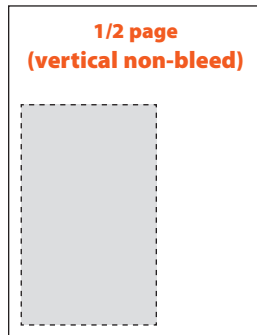
1/2 page  
(horizontal  
non-bleed)

**TRIM SIZE: 8" × 5.3125"**  
LIVE AREA: 7.5 x 4.8125  
NO BLEED ALLOWANCE



1/2 page  
(vertical bleed)

**TRIM SIZE: 5.0625" × 7.9375"**  
LIVE AREA: 4.5625 x 7.4375  
BLEED: 5.3125 x 8.1875



1/2 page  
(vertical non-bleed)

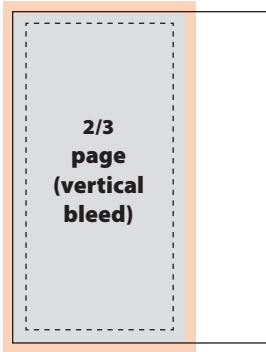
**TRIM SIZE: 5.0625" × 7.9375"**  
LIVE AREA: 4.5625 x 7.4375  
NO BLEED ALLOWANCE

See complete checklist for document specs and preparation on next page.

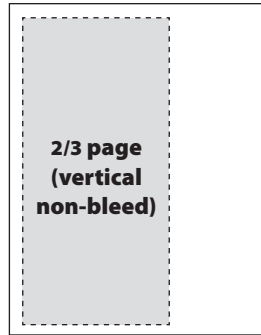
# ad dimensions

(continued)

## Build All Documents to Trim Size 2/3-page options



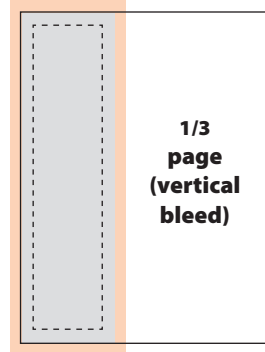
**TRIM SIZE: 5.0625" × 10.75"**  
LIVE AREA: 4.5625 x 10.25  
BLEED: 5.3125 x 11



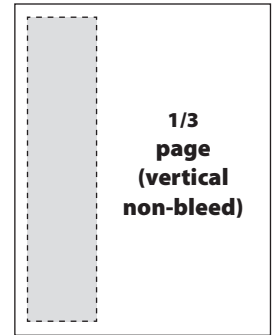
**TRIM SIZE: 5.0625" × 10.75"**  
LIVE AREA: 4.5625 x 10.25  
NO BLEED ALLOWANCE

## 1/3-page options

■ 1/3- page horizontal ads run in the directory section of the magazine, unless a premium upgrade charge is applied.



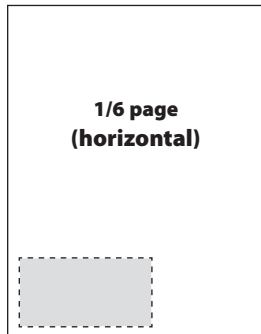
**TRIM SIZE: 2.6875" × 10.75"**  
LIVE AREA: 2.1875 x 10.25  
BLEED: 2.9375 x 11



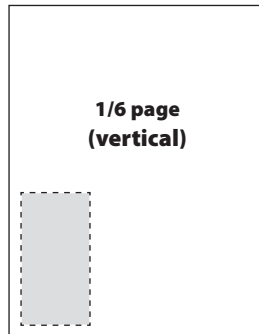
**TRIM SIZE: 2.6875" × 10.75"**  
LIVE AREA: 2.1875 x 10.25  
NO BLEED ALLOWANCE

## 1/6-page options

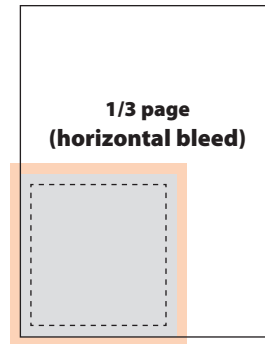
■ 1/6- page ads run in the directory section of the magazine.



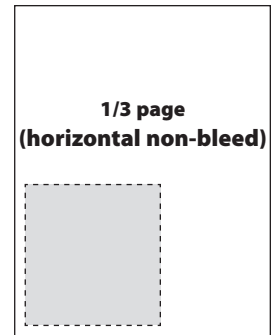
**TRIM SIZE: 4.5" × 2.3125"**  
NO BLEED ALLOWANCE



**TRIM SIZE: 2.1875" × 4.8750"**  
NO BLEED ALLOWANCE



**TRIM SIZE: 4.5" × 4.8750"**  
LIVE AREA: 4 x 4.375  
BLEED: 4.75 x 5.125



**TRIM SIZE: 4.5" × 4.8750"**  
LIVE AREA: 4 x 4.375  
NO BLEED ALLOWANCE

### Checklist

- Final PDFX1A file should contain all image links and embedded fonts.
- ALL bleed and trim areas listed on the ad dimensions sheet should be adhered to in the electronic version.
- press standards—Web offset; 8" x 10.75" trim size; process ink colors adhere to SWOP standards
- CMYK; 300 dpi PDFX1a, eps, tiff check to include bleeds

### Document Specs (full page)

- Build all documents to trim size
- Trim size: 8" x 10.75"
- Bleed: 8.25" x 11" (.125" out from trim)
- Live Area: 7.5" x 10.25" (.25" in from trim)

INDICATES LIVE AREA  
ON DIAGRAMS

INDICATES BLEED AREA  
ON DIAGRAMS



To advertise contact:

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