

## Full Page Ad Specs

Bleed margin — blue dashed line: 6.25 x 10.75 inches

Trim line — red dashed line: 6 x 10.5 inches

Active area

5.75 x 10.25 inches

(Make sure that all important content  
is within the green dashed line)

## Horizontal Half-Page Ad Specs with bleed

Bleed margin — blue dashed line

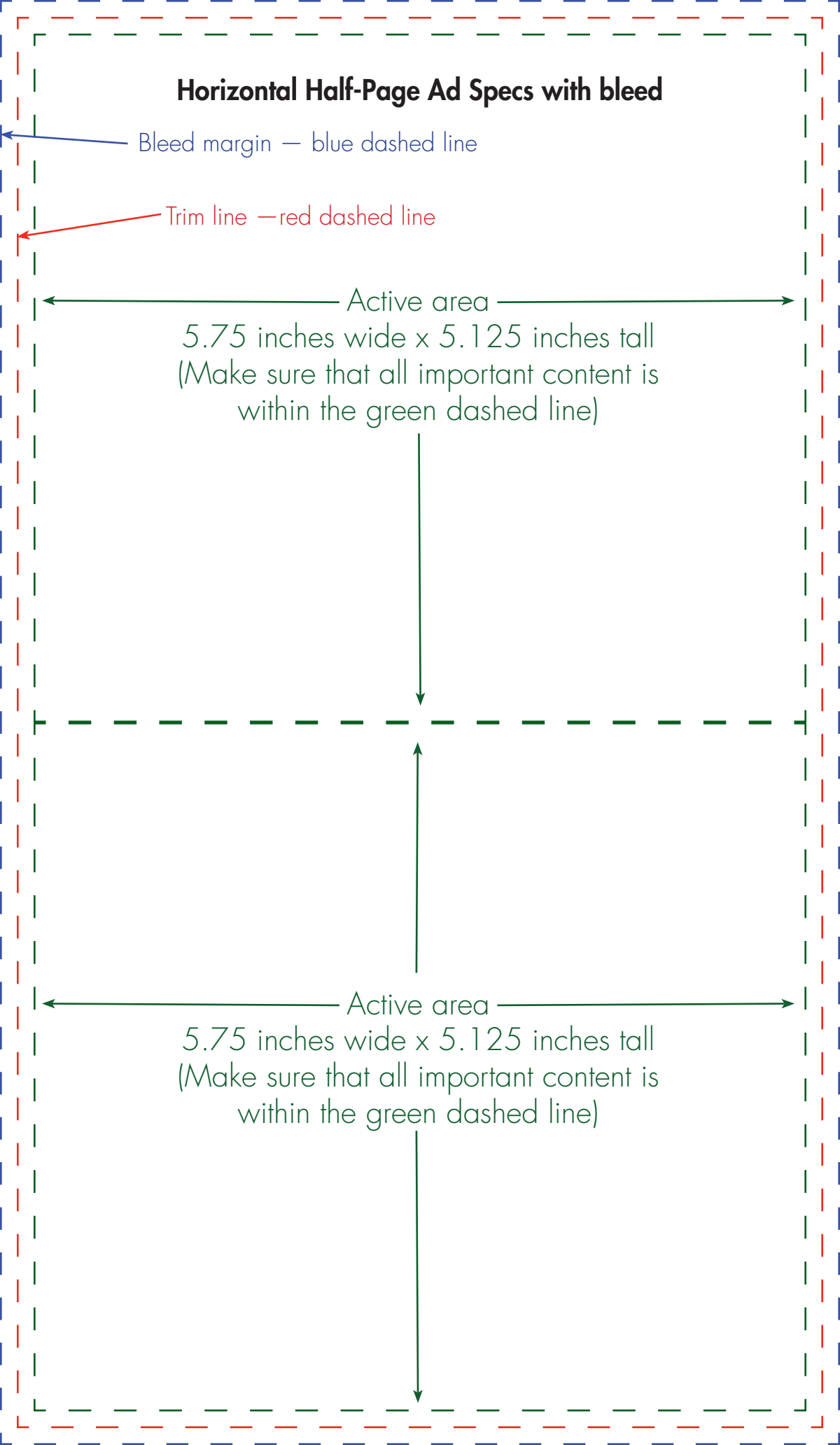
Trim line — red dashed line

Active area

5.75 inches wide x 5.125 inches tall  
(Make sure that all important content is  
within the green dashed line)

Active area

5.75 inches wide x 5.125 inches tall  
(Make sure that all important content is  
within the green dashed line)



## Vertical Half-Page Ad Specs with bleed

Bleed margin

Trim line

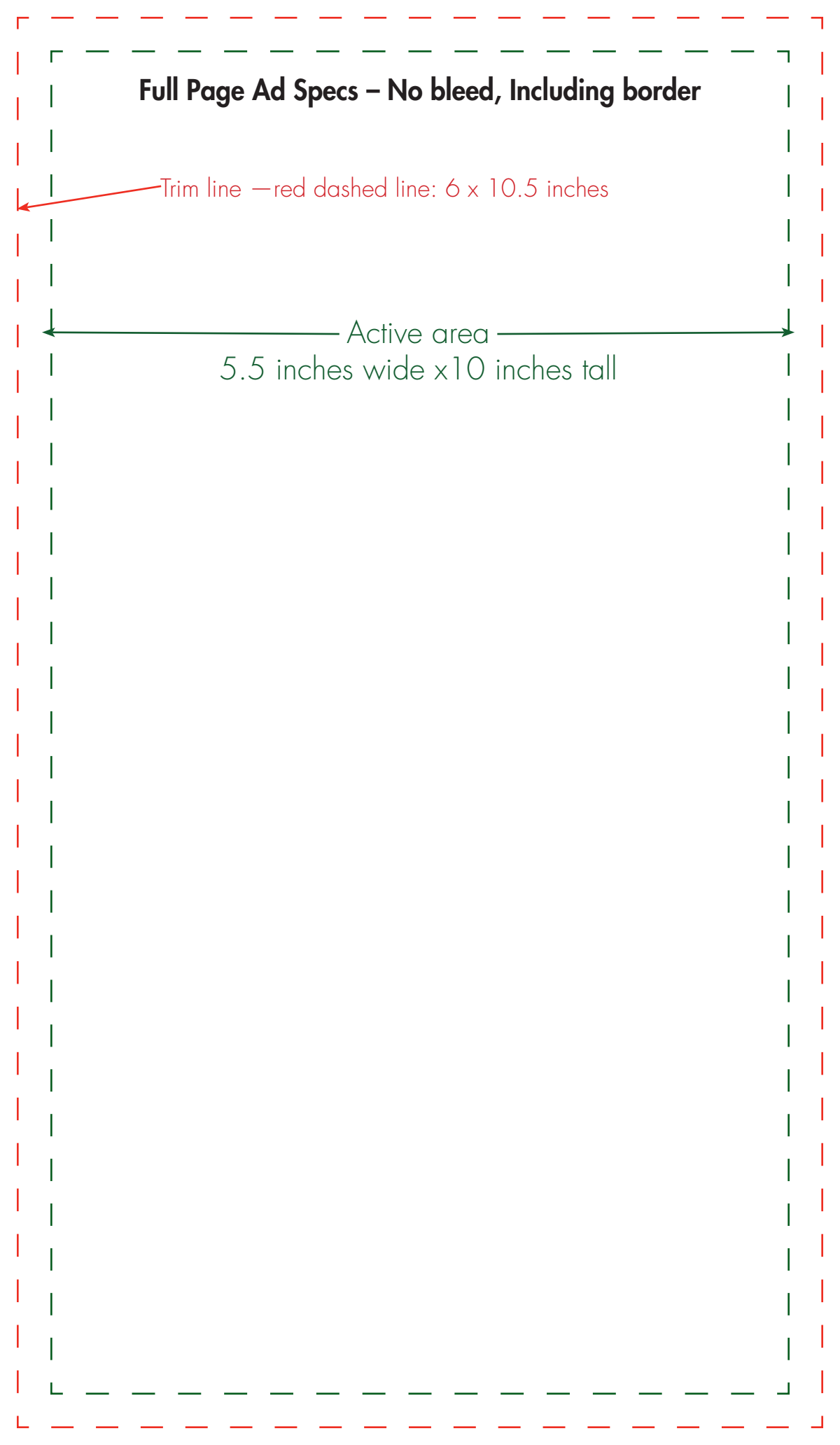
Active area  
2.875 inches wide  
x 10.25 inches tall  
(Make sure that all  
important content  
is within the green  
dashed line)

Active area  
2.875 inches wide  
x 10.25 inches tall  
(Make sure that all  
important content  
is within the green  
dashed line)

# Full Page Ad Specs – No bleed, Including border

Trim line – red dashed line: 6 x 10.5 inches

Active area  
5.5 inches wide x 10 inches tall



# Horizontal Half-Page Ad Specs – No bleed, Including border

Trim line — red dashed line

Active area

5.5 inches wide x 5 inches tall  
(Make sure that all important content is within the green dashed line)

Active area

5.5 inches wide x 5 inches tall  
(Make sure that all important content is within the green dashed line)

**Vertical Half-Page Ad Specs – No bleed, Including border**

Trim line

Active area  
2.625 inches wide  
x 10 inches tall  
(Make sure that all  
important content  
is within the green  
dashed line)

Active area  
2.625 inches wide x  
10 inches tall  
(Make sure that all  
important content  
is within the green  
dashed line)