

Full-page ad: outer dimensions 6.25 x 10.75, including 1/8 inch bleed AND 1/8-inch safe area; active area 5.75 x 10.25

Half-page ad (gold box): outer dimensions 6.25 x 5.275, including 1/8-inch bleed AND 1/8-in safe area; active area 5.75 x 5

Black – Trim line – 6 x 10.5

– anything outside this line will be cut off, but there's a margin of error, so the image or background color needs to extend to this outside edge.

Green – Inside live area – 5.75 x 10.25

– anything between the black and the green lines could be lost if the trim varies.

Blue – Bleed line – 6.25 x 10.75

– background images or colors must extend to this edge line in order to avoid white edges if the trim varies.

Red area – Inside margin of error

– Anything within this area could be trimmed off, so be sure nothing essential falls within this zone.

Quarter-page ad: 2.75 x 4.5
(no bleeds)