

8.5" by 11" AD Guidelines

Advertising Specifications

Guidelines for submitting print-ready advertisements

The following are guidelines for supplying accurate files:

- Providing digital files: High resolution PDF files are preferred.
- Four color art is to be supplied as CMYK.
- For AD bleed, add 1/8" to each side.
- Minimum clearance for coil is 3/8".

Document is set-up with the following specifications:

- 8.5" (wide) x 11" (height) page size.
- Top & Bottom Margin - 1/2"
- Left Margin - 3/4"
- Right Margin - 1/2"

SPECS

FULL PAGE AD

HALF PAGE AD

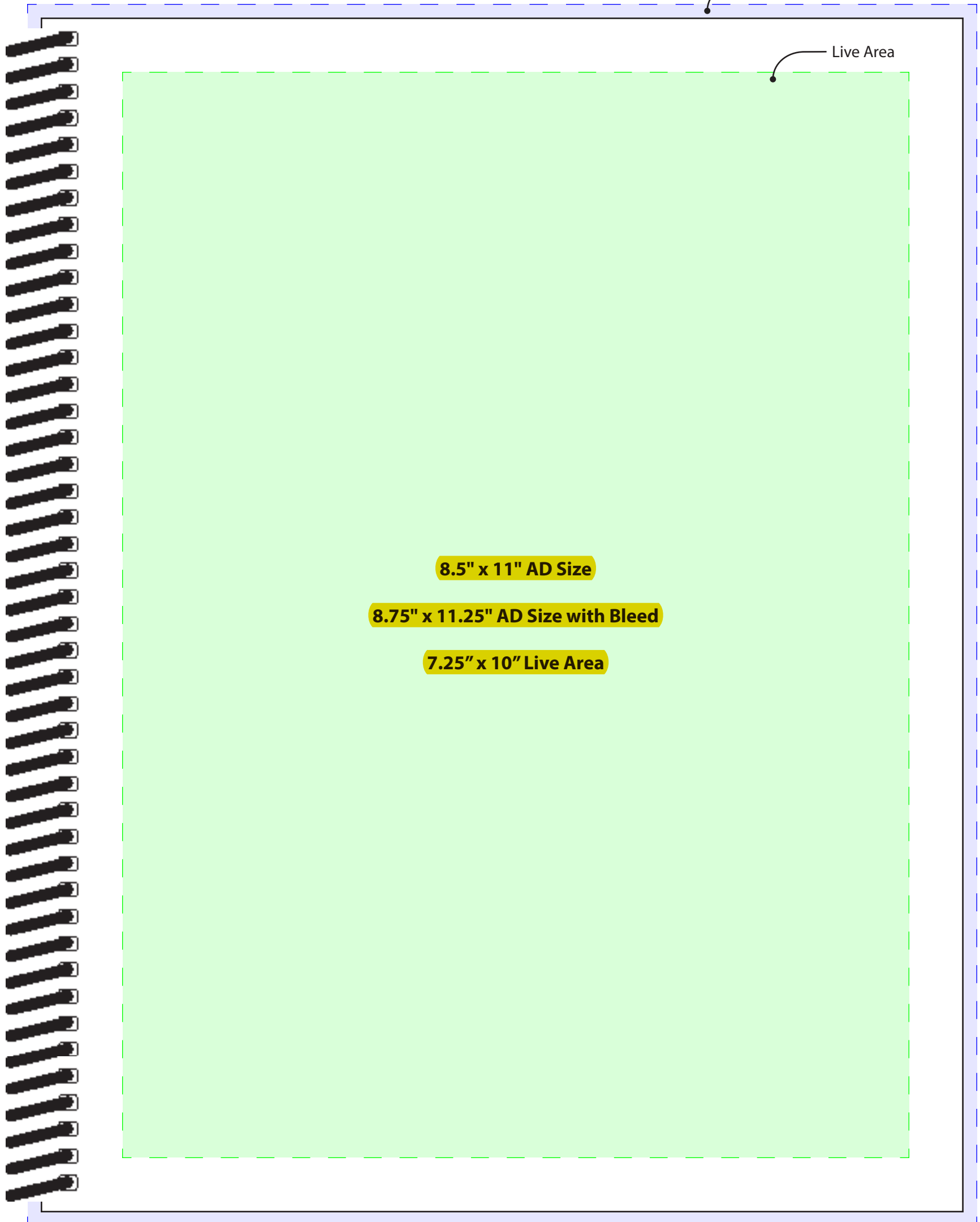
QUARTER PAGE AD

8.5" by 11" AD Guidelines

Full Page AD

1/8" Page Bleed

Live Area



8.5" x 11" AD Size

8.75" x 11.25" AD Size with Bleed

7.25" x 10" Live Area

SPECS

FULL PAGE AD

HALF PAGE AD

QUARTER PAGE AD

8 1/2" x 11" Plastic Coil (Spiral) Bind Full-Half-Quarter Page Ads

Full Page Ad: 7.25" x 10", if you are allowing bleed 8.75" x 11.25"

Half Page Ad: 7.25" x 4.875"

Quarter Page Ad: 3.5" x 4.875"

