

MAIL PANEL

(FOR INTERNAL USE ONLY)

Clipper Magazine

A GANNETT COMPANY

BACK COVER

When supplying a back cover ad there are two options regarding the file size.

The dimensions are detailed below:

[width x height]

In order to maintain our branded look, the width of our coupon area is now consistent for all ads.

COUPON AREA

Place Coupons
Anywhere Within
This Area

Option A:

Standard Back Cover:

Your ad will be framed within the page of the publication.

6.8333" x 8.1458"

Picas: 41p0 x 48p10.5

Option B:

Back Cover Bleed:

Your ad will bleed to the edge of the printed page of the publication.

8.1875" x 9.0208"

Picas: 49p1.5 x 54p1.5

Type Safe Area - Position all vital text and design elements within the Type Safe Area to avoid any important info from being cut off.

Type Safe Area: 6.8333" x 8.1458" - Picas: 41p0 x 48p10.5

Trim Line - Indicates size of the trimmed final print.

Trim Size including Mailing Panel:
7.1875" x 10.5" - Picas: 43p1.5 x 63p

NOTE: Trim Size is given for reference only.

DO NOT SUPPLY FILES AT THE TRIM SIZE.

Bleed Area - Be sure to extend all background colors, images and graphics to fill entire bleed area.

Bleed Size: 8.1875" x 9.0208" - Picas: 49p1.5 x 54p1.5