

FRONT COVER

When supplying a front 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.

MASTHEAD AREA
(FOR INTERNAL USE ONLY)

COUPON AREA
Place Coupons
Anywhere Within
This Area

Option A:

Standard Front Cover:

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

6.8333" x 7.7292"

Picas: 41p0 x 46p4.5

Option B:

Front Cover Bleed:

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

8.1875" x 11.5"

Picas: 49p1.5 x 69p0

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 7.7292" - Picas: 41p0 x 46p4.5

Trim Line - Indicates size of the trimmed final print.

Trim Size: 7.1875" x 10.5" - Trim Size Picas: 43p1.5 x 63p0
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 11.5" - Picas: 49p1.5 x 69p0