

## ALPHALINER 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.

Option A:

### Alphaliner Back Cover:

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

**6.8333" x 7.5"**

**Picas: 41p0 x 45p0**

Option B:

### Alphaliner Back Cover:

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

**7.688" 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 7.5" - Picas: 41p0 x 45p0

**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: 8.1887" x 11.5" - Picas: 49p1.5 x 69p0

## COUPON AREA

Place Coupons  
Anywhere Within  
This Area

**MAIL PANEL**  
( FOR INTERNAL USE ONLY )