

ALPHALINER FULL PAGE

When supplying a full page 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:

Alphaliner Full Page:

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

6.1111" x 9.75"

Picas: 36p8 x 58p6

Option B:

Alphaliner FP Bleed:

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

7.688" x 11.5"

Picas: 46p1.5 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: 6.1111" x 9.75" - Picas: 36p8 x 58p6

Trim Line - Indicates size of the trimmed final print.

Trim Size: 6.6875" x 10.5" - Trim Size Picas: 40p1.5 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: 7.688" x 11.5" - Picas: 46p1.5 x 69p0