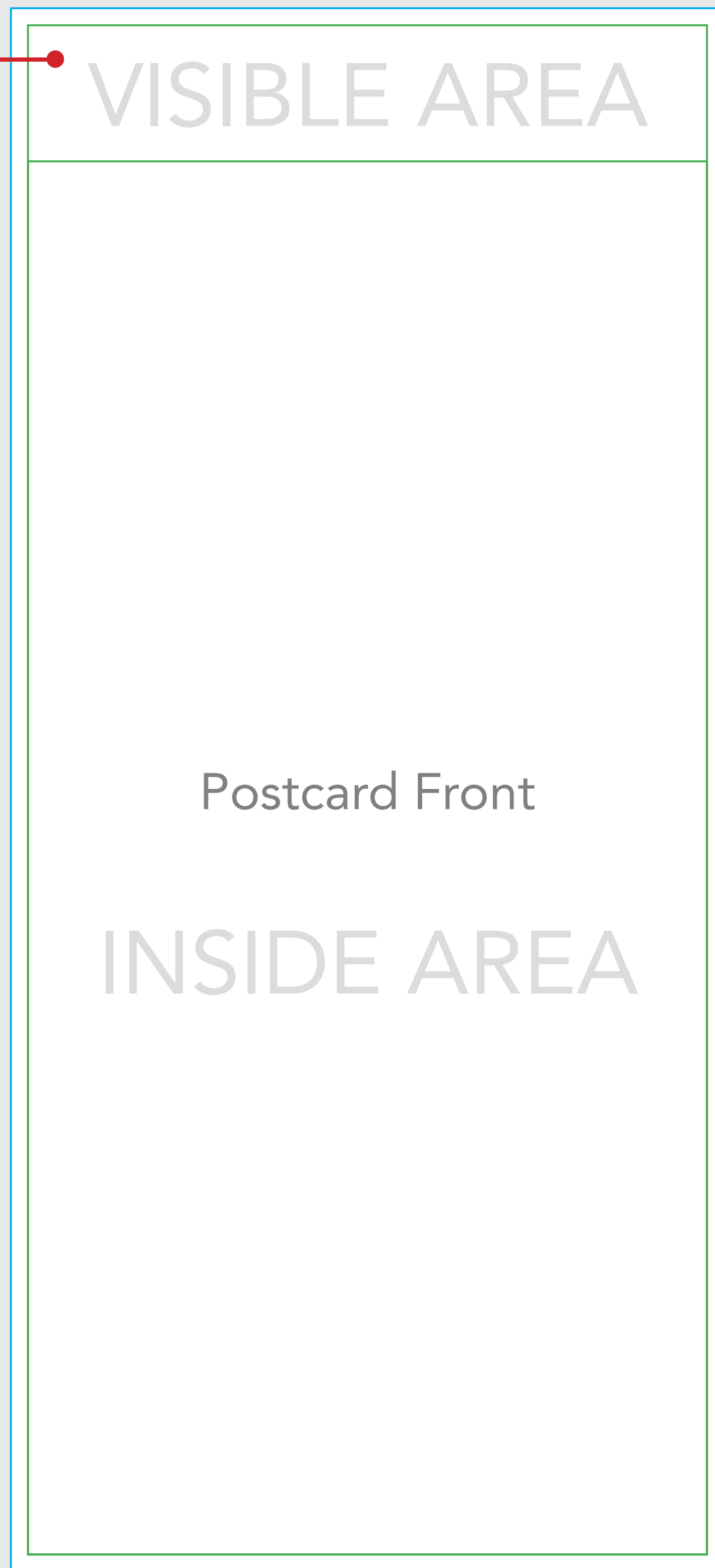


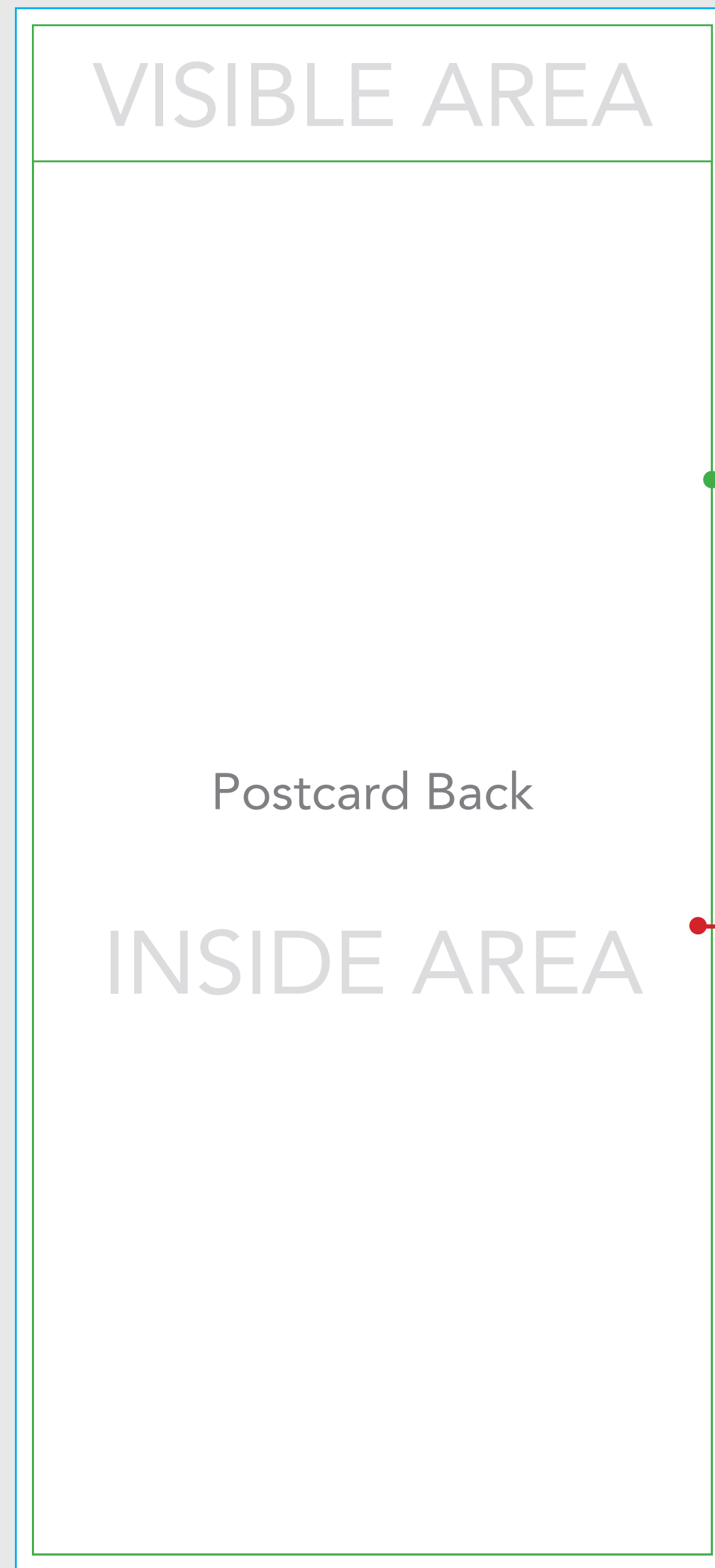
Visible Area
5.0" x 1.0"
This portion of the card will stick out from the edge of the book.



Vertical Extended Postcard:
5.25" x 11.5"

Live Area
5.0" x 11.25"
Position all vital text and design elements within the live area. Any elements outside live area may be cut off.

Inside Area
5.0" x 10.25"
This portion of the card will be positioned inside the book.



Clipper MAGAZINE

LOCAL *Flavor*

Mint MAGAZINE

Savvy SHOPPER