MASTHEAD AREA

THIS AREA IS RESERVED

Build to this size:

VS Front Cover With Bleed:

7.1875" x 11"

While the background color should bleed/ extend into the portion above/behind/ beyond the masthead area, absolutely no graphics or images may appear within this space.

Type-Safe Area 6.0972" x 7.4917"

Position all text and design elements within the type-safe area. Any elements outside type-safe area may be cut off.

Indicates approximate trim line on final book for reference only. (EXTEND BACKGROUNDS TO DARK BLUE BLEED LINES)

LF Ribbon 2.5729" x 3.4391"

Ribbon can slide up along right side of ad to place coupons under the Local Flavor Ribbon.

INFORMATION ONLY
DO NOT PLACE
ANYTHING IN THIS AREA
(Can move up or down to

(Can move up or down to accomodate coupons below but please don't place up against masthead area)

- 2.5729" Width -