

## **Specifications for Full Page Ads**

**Trim Size:** 5.5" x 8.5" (black border)

**Bleed:** Add .125" (1/8") to every edge that bleeds (red border)

**Live Area:** Critical ad content should be contained within the blue border to ensure best readability in the bound book.

**Format:** JPEG or PDF files only

**Scale:** 100% (actual size of published ad)

**Resolution:** 300 dpi

**Note:** You may want to provide two versions of your ad.

**Print:** black-and-white

**Digital:** color

## Specifications for Half-Page Ads

**Trim Size:** 5.5" x 4.25" (black border)

**Bleed:** Add .125" (1/8") to right, left, and bottom edges that bleed (red border)

**Live Area:** Critical ad content should be contained within the half page blue border to ensure best readability in the bound book.

**Format:** JPEG or PDF files only

**Scale:** 100% (actual size of published ad)

**Resolution:** 300 dpi

**Note:** You may want to provide two versions of your ad.

**Print:** black-and-white

**Digital:** color

