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 (4.25" x 7.5") 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 (4.25" x 3.5") 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