

8.75 inches

0.625 inch margin—NO DESIRED TEXT or IMAGES can go here, only background

11.25 inches

7.5inches

This is an example of a FULL BLEED page.

Bleed—Printing or art that goes all the way to the edge of the paper, seeming to run off of the sheet. Printers create bleeds by printing on sheets larger than the trim size, then cutting away the edges. This creates the illusion that the press printed to the very edge of the sheet.

If you are creating a full-bleed ad, start by setting up a page with a size of **8.75 inches x 11.25 inches**. Then set your **inside margins** to be in .625 inch from the edge on **ALL SIDES**. As shown on this page in BLUE.

The BLUE area on this page is called the "LIVE AREA". All text and images etc MUST be contained within this "LIVE AREA". (**7.5 inches x 10 inches**)

Any text or images that extend beyond the BLUE color, are subject to getting chopped when the magazine is trimmed. HOWEVER your ad background color or photo must extend into this YELLOW area on a FULL BLEED ad. But know that what does extend is subject to trim!

The reason for this is Magazines are trimmed **AFTER** they are put together.

So if you want the nose, ear or tail to be in the ad, make sure it is in the BLUE area.

IMPORTANT

When you convert your page to PDF, select "Use Document Bleed Settings" in your settings.

MAKE SURE
upon conversion your page has NOT BEEN shrunk to **8.5 x 11 inches**. Turn on your rulers and check the page size

Printer-ready ads must be supplied in PDF format at 300 dpi and may be e-mailed or sent on CD with a printout of the ad.

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10 inches

8.5 inches

0.5 inch margin—NO TEXT or IMAGES can go here

7.5 inches

This is an example of a NON-BLEED page.

If you are creating a NON-BLEED ad, start by setting up a page with a size of 8.5 inches x 11 inches. Then set your inside margins to be in 1/2 inch from the edge on ALL SIDES. As shown on this page in GOLD.

The GOLD area on this page is called the "LIVE AREA". All text and images etc MUST be contained within this "LIVE AREA".

Any text or images that extend beyond the GOLD color, are subject to getting chopped when the magazine is trimmed.

The reason for this is Magazines are trimmed AFTER they are put together.

So if you want the nose, ear or tail to be in the ad, make sure it is in the YELLOW area.

IMPORTANT

Printer-ready ads must be supplied in PDF format at 300 dpi and may be e-mailed or sent on CD with a printout of the ad.

(the gold color is just to visually point out the LIVE AREA)

0.5 inch margin—NO TEXT or IMAGES can go here

11 inches

0.5 inch margin—NO TEXT or IMAGES can go here

10.0 inches

0.5 inch margin—NO TEXT or IMAGES can go here

I like to have 1/8" extra on each page in the middle to allow for the

gutter (part that falls into the spine). So, the total width would

need to be 17.75. Inside margins would be the normal 1/2" margin plus

1/8" extra. Does that make sense?