

FULL PAGE AD

8.27 W x 5.82 inches H + 0.2 inches bleed

Safe Area 7.48 x 5.2 inches

TRIM

Trim size represents the final dimensions of your ad. For full page ads, this is also the size of the publication. However, artwork and photographs must extend beyond the trim size (see "bleed") to avoid narrow slivers of white at the edge of your ad once it is cut to size.

When ads are prepared by your graphic designer, small lines in the upper and lower corners called "crop marks" indicate where an ad is to be trimmed.

SAFE AREA

This is an area inside the trim. Safe area is a smaller dimension than your final ad size and is important to pay attention to because this is where you should place your most important information within your design. Any content outside of this area is in risk of being cut off!

The safe area can also account for the gutter, or middle, of the publication and how easy it will be to see content in the center of a magazine spread.

BLEED

Bleed is the portion of your design that extends past the trim size. Bleed is cut off when the publication is trimmed to the final size. Its sole purpose is to make sure your design or image reaches the very edge without leaving any unsightly white edges.