



151 2 Page Spread w/Lip

Finished Size (Ad Space; does not include Lip/Banner Area): 16.625”w x 10.5”h

Size w/Bleed (Ad Space; does not include Lip/Banner Area): 16.75”w x 10.75”h
(bleed must be included and complete on all sides)

Live/Safe Area (area inside .25” margin; Ad Space; does not include Lip/Banner Area):
16.375”w x 10”h
(All text, logos, and coupons must be kept completely in the Live/Safe Area, and must not have any part set in the margin.)

All text, logos, and coupons must be kept inside the Live/Safe area, including lip/banner area. Color must be CMYK process color; no spot colors.
Total Area Coverage (Total Ink Coverage) must be less than 280%.

Formats for submission:

- InDesign: Package with both INDD and IDML files, or export as PDF/X-4
- Photoshop: PSD, TIFF, or PDF/X-4 (No JPEGs, please.)
- Illustrator: AI, EPS, or PDF/X-4 (AI and EPS files must have outlined fonts.)

GUTTER: Do not place text, logos, or coupons in this area. Photos in this area may be obscured.

Live/Safe Area

Margin

Bleed

Trim Line

(guide marks Magazine Edge)

LIP/BANNER AREA — Live Area: 0.5”w 10”h