



093/096 SaveOn Cars & Trucks Full Page Ad/Back Cover Ad

Finished Size: 10.5"w x 20.25"h

Size w/Bleed: 10.75"w x 20.5"h (bleed must be included and complete on all sides)

Live/Safe Area (area inside .25" margin): 10"w x 19.75"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. 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.)

Live/Safe Area

Margin

Bleed

Trim Line