# Full-Page Bleed Ads

Final size / Trim size / Document size = 8.1875" x 10.875"

Supply your artwork 8.4375" x 11.125" (this size includes bleed).

**White** shows the size of your live area; your safety zone for photos and text. Keep all critical elements (logos, disclaimers, critical visuals) within this space (7 x 10 inches).

**Gray** shows you the half-inch of cushion you'll need within the outside edges of your ad. This part will print as part of your ad, but be sure to keep all critical elements this far away from the edge so they don't get cut off. Avoid placing critical elements in this gray area, but do extend your backgrounds.

**Pink** shows you the minimum one-eighth inch of bleed needed beyond the trim size of the magazine; how far you need to extend your artwork. This part will be cut off and allows your printed ad to run to the edge of the page.

**GRAPHICS**

- ☐ Must be CMYK or Grayscale — No RGB images or spot colors.
- ☐ TIFF images preferred. Save as EPS for Clipping Paths. JPEGs not recommended.
- ☐ Save EPS files with Binary encoding — No JPEG encoding — Do not nest EPS files.
- ☐ Resolution: 300 dpi for photos, 600 dpi for bitmap files.
- ☐ Digital cameras: set camera's resolution at its highest setting or 1600 x 1200 pixels.
- ☐ Make sure bleeds extend 0.125".

**FONTS**

- ☐ Include all screen and printer fonts — Do not use TrueType fonts.
- ☐ EPS files should have type converted to paths or outlines.
- ☐ No PC fonts — Supply ad as high-resolution PDF, TIFF, or outlined EPS.

**QUESTIONS?**

Contact your account executive or call **(302) 656-1809 ext. 237** to speak to the production department, or e-mail questions regarding file requirements to **production@todaymediainc.com.**