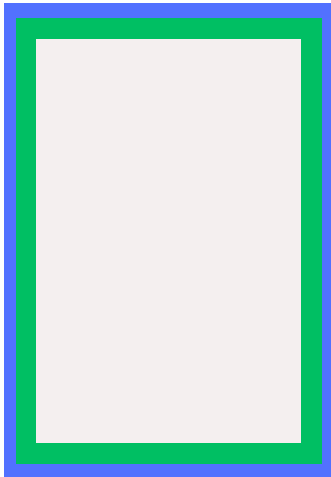




TECHNICAL GUIDELINES

ARTWORK SIZES

Ad Size	Trim Size	Submission size (with 'Bleed')	Safe Area
Full Page	8.5" x 5.5"	8.75" x 5.75"	8" x 5"
Half Page	4.25" x 5.5"	4.5" x 5.75"	3.75" x 5"
Full Spread	8.5" x 11"	8.75" x 11.25"	8" x 10.5"



WHAT IS BLEED & WHY IS IT IMPORTANT?

- ← **Trim Size:** Finished size of your ad after the booklet is printed and cut.
- ← **Safe Area:** To keep important elements like text and logos from being cut off. **Place all critical content in the safe area.**
- ← **'Bleed' Area:** ensures your design extends slightly beyond the final trimmed size, so there are no unwanted white borders if the cutting process shifts slightly. This is especially important for ads with backgrounds or images that go all the way to the edge.

FILE REQUIREMENTS

- File Formats: PNG or JPEG
- Resolution: 300 DPI (high resolution for sharp printing)

HELPFUL TIPS

- **Less Is More:** A clean, **uncluttered** design is more effective than trying to include too much text or imagery.
- If you're unsure about design, let us know! We're happy to help create a professional ad using the materials you provide.