

7.5 inches

10 inches

FOR FULL-BLEED ADS

If you are creating a full-bleed ad, start by setting up a page with a size of 8.75 inches x 11.25 inches. Then set your inside margins to be in 5/8-inch from the edge on ALL SIDES. The GREEN border is the margining and trim. The WHITE area on this page is known as the "LIVE AREA." All text should be contained within this "LIVE AREA." The 1/2" in GREEN outside the WHITE is the MARGIN. Then the 1/8" beyond that will be trimmed off.

Any text or images that extend beyond the 1/8-inches will be chopped off when the magazine is trimmed. HOWEVER your ad background color or photo must extend into this GREEN area on a FULL BLEED ad. If exporting to a pdf or jpg, please include bleed settings during process.

So if you want the nose, ear or tail to be in the ad, make sure it is inside the 1/8" trim.

Please no text below margin at bottom to leave room for our page numbers.

FOR NON BLEED ADS

Set your page up with a size of 8-1/2 x 11 inches.
Set margins of 1/2 inch.

The BROWN area on this page is called the LIVE AREA
(7.5 inches x 10 inches)

All text and images must stay within this LIVE AREA.

ALL FILES MUST BE 300 dpi.

PLEASE SUBMIT FILES AS JPG OR PDF,
RGB OR CMYK.