

083 FULL SIZE INSERT FLYER

FRONT

DOCUMENT SPECS:

FINISHED SIZE – 8.5" w x 10.5" h

Size after trimming.

FULL SIZE W/BLEED – 8.75" w x 10.75" h

Size prior to trimming – includes .125" bleed on all four sides,

LIVE AREA – 8" w x 10" h

Area inside .25" margin. All headlines, text, logos, and coupons should be kept in this area.

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.)

For best results, do not place headlines, text, logos, or coupons closer than .125" to magazine edge.

FRONT TAB AREA (required)

Finished Size: 1" x 10.5"; Full Size w/Bleed (Top, Right, Bottom): 1.125" x 10.75"; Live Area: .75" x 10"

Live/Safe Area

Margin

Bleed



**Magazine
Edge**

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BACK

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FINISHED SIZE – 8.5”w x 10.5”h

Size after trimming.

FULL SIZE W/BLEED – 8.75”w x 10.75”h

Size prior to trimming – includes .125” bleed on all four sides.

For best results, do not place headlines, text, logos, or coupons closer than .125” to magazine edge.

BACK TAB AREA (optional, but preferred)

Finished Size: 1.125” x 10.5”, Full Size w/Bleed (Top, Right, Bottom): 1.25” x 10.75”, Live Area: .875” x 10”

Live/Safe Area

Margin

Bleed