



180 HALF SIZED INSERT CARD

Magazine
Edge



FRONT

DOCUMENT SPECS:

FINISHED SIZE – 9.375" w x 5.25" h

Size after trimming

FULL SIZE W/BLEED – 9.625" w x 5.5" h

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

LIVE AREA – With a Tab: 8.125" w x 4.75" h

Without a Tab: 8.875" w x 4.75" h

All text, logos, and coupons must be kept inside the Live Area.

All color must be CMYK process color, no spot colors.

Total Area Coverage (Total Ink Coverage) must be less than 280%.

ACCEPTABLE 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 (Outline fonts if submitting as AI or EPS.)

Live/Safe Area

Margin

Bleed

Trim Line

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

FRONT TAB AREA (optional, but preferred)

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



**Magazine
Edge**

BACK TAB AREA (optional, but preferred)

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

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

BACK

DOCUMENT SPECS:

FINISHED SIZE – 9.375"w x 5.25"h

Size after trimming

FULL SIZE W/BLEED – 9.625"w x 5.5"h

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

LIVE AREA – With a Tab: 8.125"w x 4.75"h

Without a Tab: 8.875"w x 4.75"h

Live/Safe Area

Margin

Bleed

Trim Line