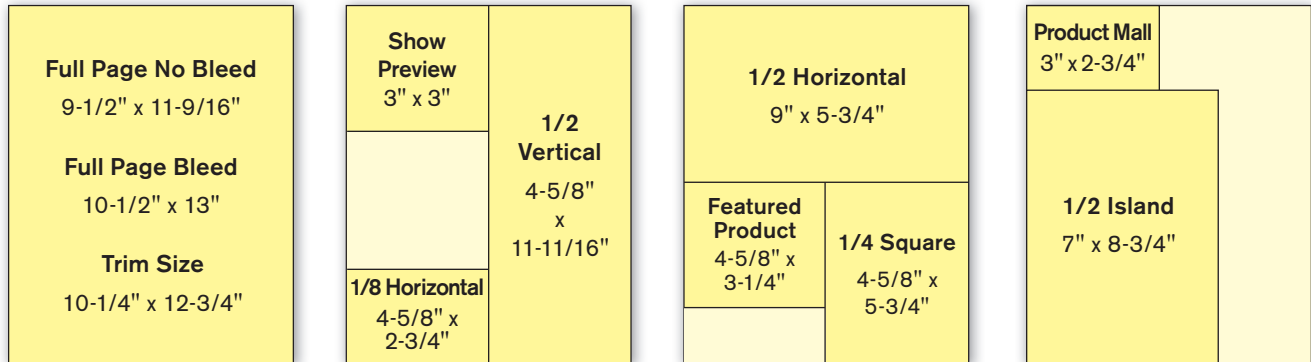


AD SIZES



Display Ad Sizes

Full Page No Bleed
Full Page Bleed
1/2 Page Vertical
1/2 Page Horizontal
1/2 Page Island
1/8 Page Horizontal
1/4 Page Square
Featured Product
Show Preview
Product Mall

Width x Height

9-1/2" x 11-9/16"
10-1/2" x 13"
4-5/8" x 11-11/16"
9" x 5-3/4"
7" x 8-3/4"
4-5/8" x 2-3/4"
4-5/8" x 5-3/4"
4-5/8" x 3-1/4"
3" x 3"
3" x 2-3/4"

Trim Size: 10-1/4" x 12-3/4" **Insert Size:** 10-1/2" x 13" (1/8" trimmed on all four sides)
All critical ad content should be kept 1/4" from all trim.

Advertising Specialty Institute accepts only PDF format files (PDF/X1a is preferred)

All files must be submitted via www.asicentral.com/admaterials

When uploading:

Choose the correct ad size. If your ad is a spread set up as 2 separate files, upload each as a full page, do not choose spread. Indicate left and right sides in the file name.

If you have any questions, please contact your ad coordinator for assistance.

Supply a SWOP standard color proof to ensure the most accurate printing of your ad. Reproduction of exact color cannot be guaranteed.