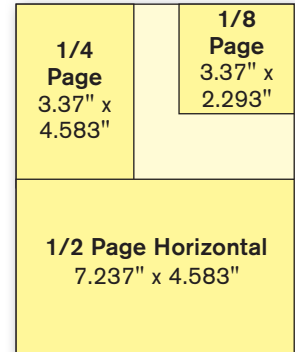
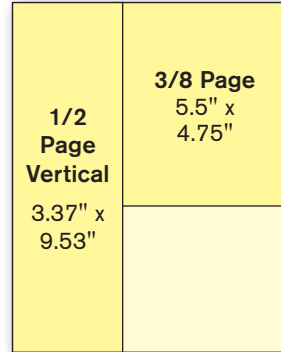
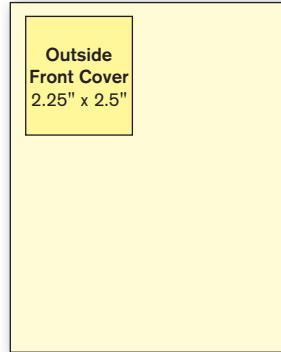
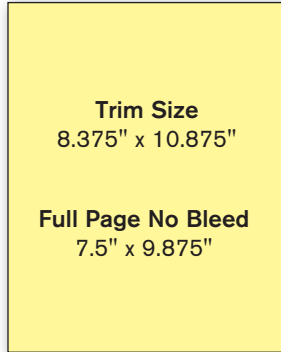
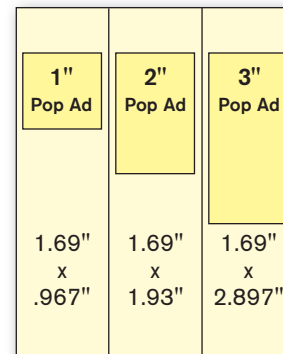


## AD SIZES



## Display Ad Sizes

Display Ad Sizes	Width x Height
Full Size Cover	8.375" x 10.875"
Outside Front Cover	2.25" x 2.5"
Full Page Ad	7.5" x 9.875"
1/2 Page Vertical	3.37" x 9.53"
1/2 Page Horizontal	7.237" x 4.583"
1/4 Page	3.37" x 4.583"
3/8 Page	5.5" x 4.75"
1/8 Page	3.37" x 2.293"
1" POP Ad	1.69" x .967"
2" POP Ad	1.69" x 1.93"
3" POP Ad	1.69" x 2.897"



**Trim Size:** 8.375" x 10.875" **Insert Size:** 8.5" x 11" (.125" trimmed on all four sides)  
All critical ad content should be kept .25" 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](http://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.