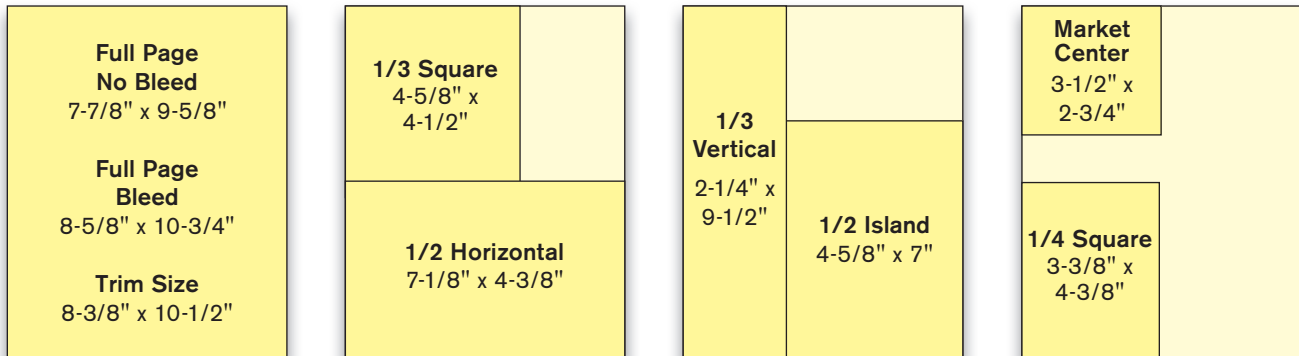


AD SIZES



Display Ad Sizes

Full Page No Bleed
Full Page Bleed
1/2 Page Island
1/2 Page Horizontal
1/3 Square
1/3 Vertical
1/4 Page Square
Market Center

Width x Height

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

Trim Size: 8-3/8" x 10-1/2" **Insert Size:** 8-5/8" x 10-3/4" (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.