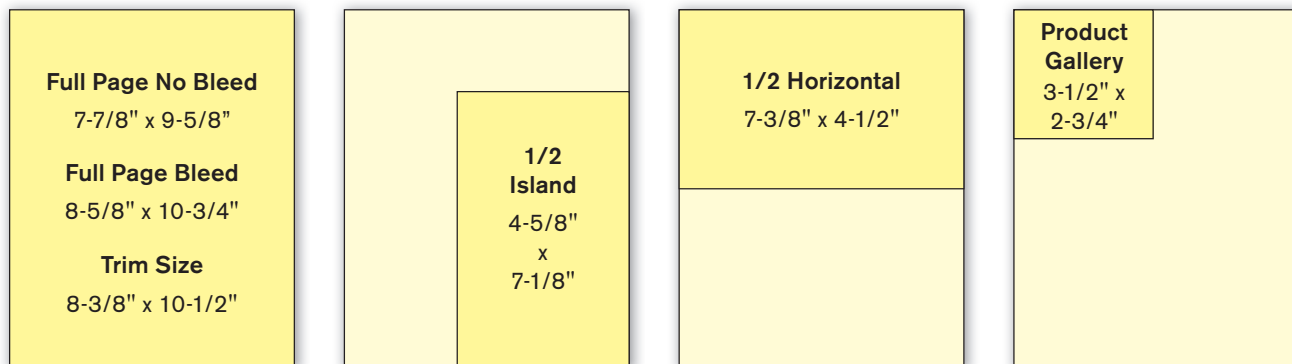


## AD SIZES



### Display Ad Sizes

### Width x Height

Full Page No Bleed	7-7/8" x 9-5/8"
Full Page Bleed	8-5/8" x 10-3/4"
1/2 Page Island	4-5/8" x 7-1/8"
1/2 Page Horizontal	7-3/8" x 4-1/2"
Product Gallery	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.*

**Successful Promotions** audience is end buyers. No contact information or website addresses (other than distributor-friendly websites) are permitted within the content of the ad. ASI reserves the right to remove this information prior to publication.

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.