

AD SIZES

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| <p>Full Page No Bleed 7-7/8" x 9-1/8"</p> <p>Full Page Bleed 8-5/8" x 10-3/4"</p> <p>Trim Size 8-3/8" x 10-1/2"</p> |
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| <p>1/3 Vertical 2-1/4" x 9-5/8"</p> | <p>2/3 Vertical 4-5/8" x 9-5/8"</p> |
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| <p>1/3 Square 4-5/8" x 4-1/2"</p> | <p>1/2 Island 4-5/8" x 7-1/8"</p> |
| <p>1/6 Horizontal 4-3/4" x 2"</p> | |

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| <p>1/2 Horizontal 7-3/8" x 4-1/2"</p> | |
| <p>1/6 Vertical 2-1/8" x 4-1/2"</p> | <p>1/4 Square 3-3/8" x 4-3/8"</p> |

Display Ad Sizes

| | Width x Height |
|---------------------|------------------|
| Full Page No Bleed | 7-7/8" x 9-1/8" |
| Full Page Bleed | 8-5/8" x 10-3/4" |
| 2/3 Page Vertical | 4-5/8" x 9-5/8" |
| 1/2 Page Island | 4-5/8" x 7-1/8" |
| 1/2 Page Horizontal | 7-3/8" x 4-1/2" |
| 1/3 Page Square | 4-5/8" x 4-1/2" |
| 1/3 Page Vertical | 2-1/4" x 9-5/8" |
| 1/4 Page Square | 3-3/8" x 4-3/8" |
| 1/6 Page Vertical | 2-1/8" x 4-1/2" |
| 1/6 Page Horizontal | 4-3/4" x 2" |

Classified Ads

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|---------------|-------------|
| Classified 1" | 2-1/4" x 1" |
| Classified 2" | 2-1/4" x 2" |
| Classified 3" | 2-1/4" x 3" |

| 1" | 2" | 3" |
|-------------------|-------------------|-------------------|
| 2-1/4" x 1" | 2-1/4" x 2" | 2-1/4" x 3" |

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.