

AD SIZES

Full Page No Bleed 8" x 9-1/2" Full Page Bleed 9-1/4" x 11-1/8" Trim Size 9" x 10-7/8"	2/3 Vertical 5-1/4" x 9-5/8"	1/4 Square 3-7/8" x 4-3/4"	1/3 Square 5-1/4" x 4-3/4"	1/6 Vertical 2-1/2" x 4-3/4"	1/2 Island 5-1/4" x 7-1/8"	1/3 Vertical 2-1/4" x 9-5/8"
			1/2 Horizontal 8" x 4-1/2"			

Display Ad Sizes

Full Page No Bleed
Full Page Bleed
2/3 Page Vertical
1/2 Page Horizontal
1/2 Page Island
1/3 Page Vertical
1/3 Page Square
1/4 Page Square
1/6 Page Vertical

Width x Height

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

Classified Ads

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

1"	2"	3"
2-1/2" x 1"	2-1/2" x 2"	2-1/2" x 3"

Trim Size: 9" x 10-7/8" **Insert Size:** 9-1/4" x 11-1/8" (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.