

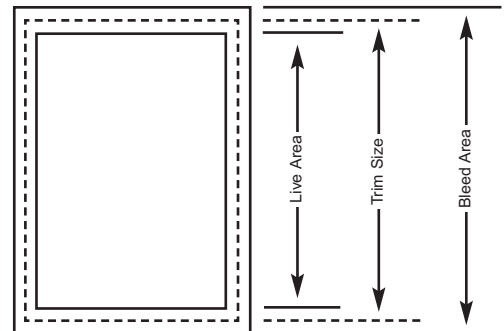
Main Phone: 612.302.6800

Three sets of dimensions are provided for bleed advertisements:

**Live Area** – All pertinent information should reside within these dimensions (headline, text, legal copy).

**Bleed Area** – Background images should extend to these dimensions. A portion of the Bleed Area will be trimmed during binding and finishing.

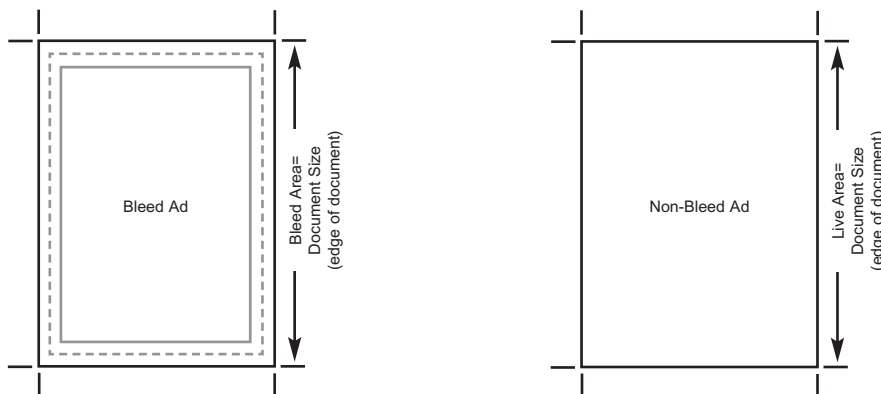
**Trim Size** – The magazine is cut to these dimensions during the printing process.



When the placement does not include a bleed, the Bleed Area and Trim Size will not be listed in the “SPECIFICATIONS” box of the Material Order:

SPECIFICATIONS			
<b>Live Area:</b>	7" X 9 5/8"	<b>Line Screen:</b>	N/A
<b>Bleed Area:</b>	N/A	<b>DPI:</b>	266
<b>Trim Size:</b>	N/A	<b>Maximum Density:</b>	300

If the Bleed Area and Trim Size dimensions are listed in the “SPECIFICATIONS” box of the Material Order, the diagrams below show how to layout your Quark or InDesign document.



Following this information accurately eliminates “guess work” by Evantus or the Publisher, and reduces the chance that your ad will run wrong. If you have further questions or would like to receive Quark Xpress templates for specific ad sizes, please contact us.