

NON-LIVE AREA— Avoid placing text in this area

.5

8.25"
TRIM LINE
(PAGE EDGE)

(this is the actual size
of the ad once it is trimmed)

.5

NON-LIVE AREA— Avoid placing text in this area

The RetailObserver

AD SPECS

GUTTER AREA — Avoid placing text in this area

10.625"
TRIM LINE
(PAGE EDGE)

(the actual size
of the ad)

BLEED AD SIZE:

8.75x11.125

(8.25"x10.625" + .25" bleed)

LIVE AREA FOR BLEED ADS:

7.25 x 10.125"

Place text and important images
(headshots, products, etc.)
within this area.

Background images
should extend out into
the bleed area (red line)

.25" BLEED
(images should extend
past the trim line by
AT LEAST .25" or
1/4" on all sides)

NON-BLEED AD SIZE:

7.25 x 10.125"

1/2 PAGE AD SIZE:

7.25 x 4.7"

.25" BLEED
(images should extend
past the trim line by
AT LEAST .25" or
1/4" on all sides)

NON-LIVE AREA— Avoid placing text in this area

.5