



PLACEMENT-INSIDE FRONT COVER/INSIDE BACK COVER

If client has an offer or promotion, it must be designed as part of the ad. Avoid dashed lines to discourage any cutting out of guide.

PLACEMENT-CORE OF THE GUIDE

Keep advertiser's vital information either all at the top, bottom or middle of ad, otherwise this information will be cut off by another advertiser's gift certificate.

VITAL INFORMATION= LOGO, BUSINESS NAME, ADDRESS, PHONE, WEBSITE, EMAIL AND OFFER.

LIVE AREA 6.5" x 8"

width x height

BLEED LINE 7.5" x 9"

TRIM LINE 7" x 8.5"

LIVE AREA 6.5" 8"

