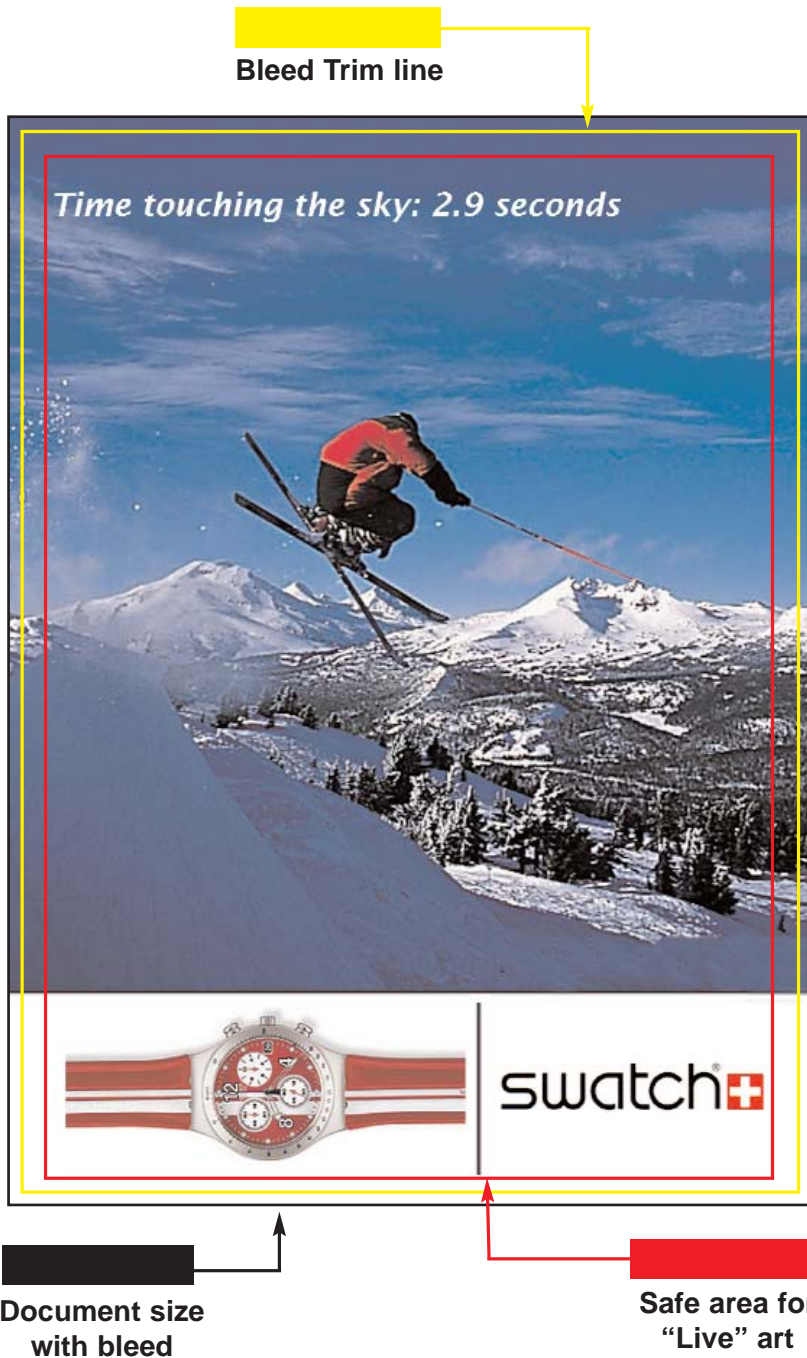


# Recipe For The Perfect

## Cover Ad



### **COVER AD SIZES**

**Build the ad 8.625 x 11.125**

1/8 inch bleed is already added to this size.

(Actual size of ad *when bleed is trimmed off* will be 8.375 x 10.875).

#### **Safe Area Size (for live art):**

Due to shifting on the press, we recommend that you keep all of your live art (text, logos, phone numbers, disclaimers, photos, etc.) within the size **7.375 x 9.875**. This will insure that nothing gets cut off or is too close to the edge when the bleed is trimmed off.

**Resolution: 300 Dpi or 165 Lpi.** Anything lower than 300 will run the risk of losing quality, becoming digital looking or appear blurry.

### **GLOSSARY:**

**Bleed:** Bleed is the extra area outside of a finished document that designers must allow if they want images that are butting up to the edge of the page to be cropped properly & not leave a white edge.

**Live Art:** Elements of the ad that you don't want trimmed when the bleed is cut. (such as disclaimers, logos, specific images, text, etc.)

**DPI:** Dots per inch

**LPI:** Lines per inch

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