

# *Circles*

SOCIAL DATEBOOK & CHARITY REGISTER

**2018-2019**  
**Advertisement Design Guidelines**



[www.residentnews.net](http://www.residentnews.net)

# Please design ads using the following dimensions and specifications

## AD SIZES

### Full

Trim Size / Document Size - 9.25" x 11.75"  
With Bleed - 9.75" x 12.25"  
Safe Margins / Live Area - 8.5" x 11.25"

### 2 Page Spread

Trim Size / Document Size - 18.5" x 11.75"  
With Bleed - 19" x 12.25"  
Safe Margins / Live Area - 18" x 11.25"

### Half page - Horizontal

Trim Size / Document Size - 9.25" x 5.79"  
With Bleed - 9.75" x 6.29"  
Safe Margins / Live Area - 8.5" x 5.29"

### Half page - Vertical

Trim Size / Document Size - 4.468" x 11.75"  
With Bleed - 4.968" x 12.25"  
Safe Margins / Live Area - 3.968" x 11.25"

### 1/6 page

Trim Size / Document Size - 9.25" x 2"  
With Bleed - 9.75" x 2.5"  
Safe / Live Area - 8.5" x 1.5"

### Quarter page

Trim Size / Document Size - 3.968" x 5.29"  
No Bleed

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## RESOLUTION: 300dpi

When building your ad designs make sure that the images and other artwork you are using have a resolution of 300 dpi (minimum 200 dpi) at 100% of the size that it will be used in the ad design.

## COLOR FORMAT: CMYK

Please convert all images and artwork to CMYK (U.S. Webcoated SWOP V.2). NO PANTONE or other LAB colors accepted. **CMYK ONLY!**

**FILE FORMATS ACCEPTED:** TIFF (no layers), PDF, A JPG may also be accepted if it has a resolution of 300 DPI or higher and was saved at maximum quality. If sending as a PDF please save your PDF as "Press Quality" with compatibility of Acrobat 5.

**FONTS:** Please embed all fonts if sending as a PDF. Or if you are unable to do that please convert all text into outlines. Or Rasterize the ad by sending as a JPG or flattened TIFF.

**TRANSPARENCY:** If your design includes a transparency effect such as drop shadows, special transparent blending, semi opaque or transparent layers. Please flatten these transparencies. You can do this using Adobe Acrobat. This is not necessary if sending as a JPG or TIFF (with no layers).

**PRINTER MARKS:** If sending as a PDF **DO NOT** include any printer marks such as bleed and crop marks or color bars etc. We place our own marks when sending to the printer and any marks on ads can interfere with our marks

*\*It is highly recommended to use a proper design program such as InDesign, Illustrator, Photoshop. Using a word processor like Microsoft Word, PowerPoint or something of that sort usually does not have the proper tools to fulfill these requirements and will only make things more difficult.*

## Terminology

### Bleed

In order for an ad to be printed so that it appears to run off the edge of the paper it must be designed so that the background (or anything you wish to go to the edge and beyond) extends past the Trim Line by .25 inches (minimum .125"). During the trimming process this excess will be cutoff leaving a clean edge to edge print of your ad.

**Note:** For ads with bleed that are smaller than a full page the ad will only extend beyond the edge on three sides. That's ok, still design the ad so that all 4 sides have a bleed. We will make the adjustments where necessary.

### Trim

The trim line indicates where the ad will be trimmed/cropped to its final size that you will see in the actual printed magazine.

### Safe Area

During printing the paper sometimes shifts which can result in content being too close to the edge or in rare cases actually cutoff during the trimming process. We recommend keeping your important content (text, phone numbers etc) within the safe area which is about .25 inches from the trim line.

Some ads are the full width of the page and so we have to account for loss into the gutter where the pages are bound into the spine. To do this add an additional .125 to your left and right margins. This will ensure your content does not go too far into the gutter regardless if your ad is placed on a left or right page.

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-  Bleed Line
  -  Trim Line
  -  Safe Area

Look for these lines in the following ad templates.

*If you have questions or need help preparing your file(s) please contact The Resident.*

Sample Gutter for a Right hand page

Sample Gutter for a Left hand page

# Full Page

## 9.25" x 11.75" + .25" Bleed

- Safe Area - 8.5" x 11.25"
- Trim Size - 9.25" x 11.75"
- Bleed Size - 9.75" x 12.25"

# Full Page 18.5" x 11.75" + .25" Bleed

- Safe Area - 18" x 11.25"
- Trim Size - 18.5" x 11.75"
- Bleed Size - 19" x 12.25"

The red area indicates the gutter where the pages are bound together in the middle of the spread to form the spine of the magazine. Due to the binding process you will lose approximately .25 inches or more in this area. It is highly recommended to keep important text, logos and other elements at least .375 inches away from the center black dotted line, on either side.

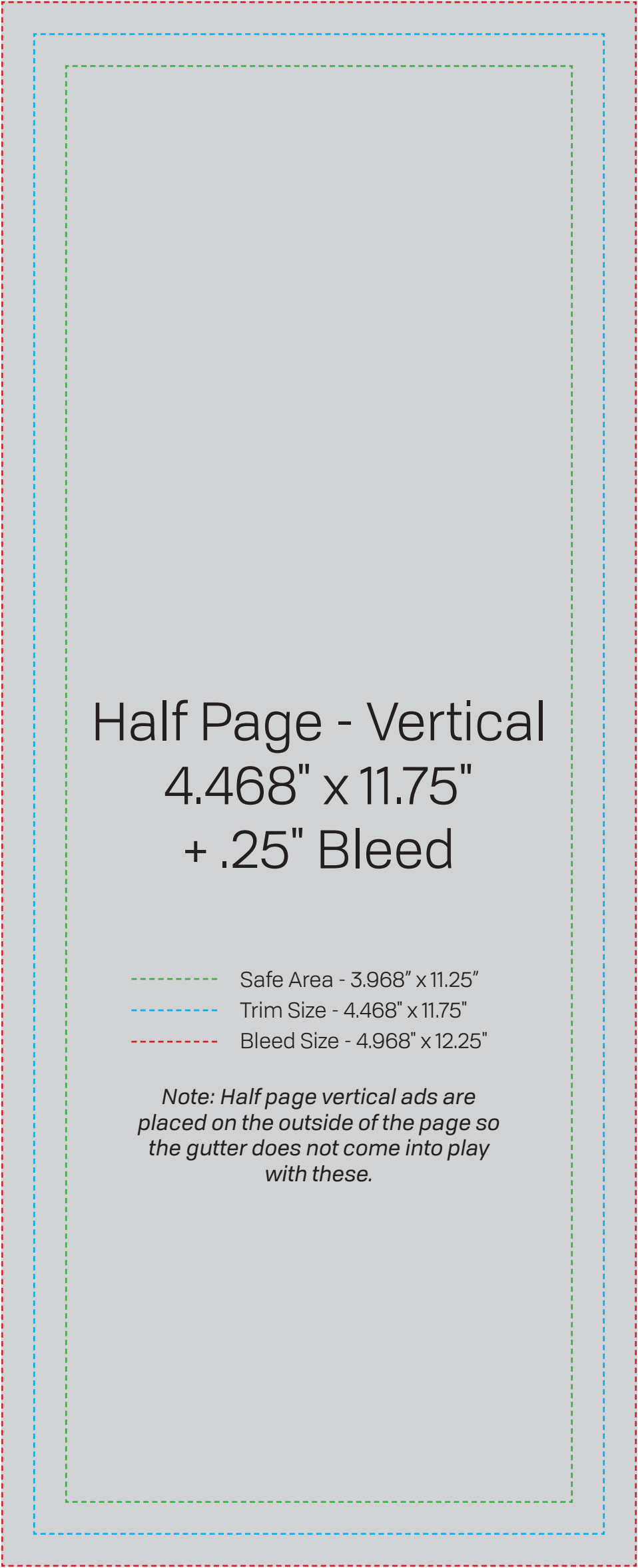
Sample Gutter for a Right hand page

Sample Gutter for a Left hand page

# Half Page

## 9.25" x 5.79" + .25" Bleed

- Safe Area - 8.5" x 5.29"
- Trim Size - 9.25" x 5.79"
- Bleed Size - 9.75" x 6.29"



# Half Page - Vertical

4.468" x 11.75"  
+ .25" Bleed

- Safe Area - 3.968" x 11.25"
- Trim Size - 4.468" x 11.75"
- Bleed Size - 4.968" x 12.25"

*Note: Half page vertical ads are placed on the outside of the page so the gutter does not come into play with these.*

Sample Gutter for a Right hand page

1/6 Page  
9.25" x 2" + .25" Bleed

- Safe Area - 8.5" x 1.5"
- Trim Size - 9.25" x 2"
- Bleed Size - 9.75" x 2.5"

Sample Gutter for a Left hand page

Quarter Page  
3.968" x 5.29"