

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.

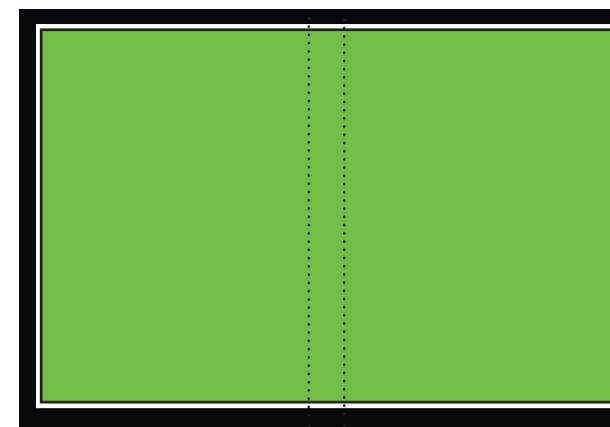
PLACEMENT-CORE OF THE GUIDE

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
13.5" x 8"

width x height
(or two pages @ 6.5" x 8" ea.
w/0.5" gutter)



BLEED LINE 14.5" x 9"

TRIM LINE 14" x 8.5"

LIVE AREA 13.5" x 8"

GUTTER 0.5"
AVOID SMALL TEXT IN THIS AREA

