

## ART SPECIFICATIONS



### FULL PAGE AD

BLEED SIZE: 8.625" x 11.125"  
TRIM SIZE: 8.375" x 10.875"  
LIVE AREA: 8.125" x 10.625"



### 2/3 PAGE AD

VERTICAL:  
4.875" X 9.875"  
HORIZONTAL:  
7.375" X 6.5"



### 1/2 PAGE AD

VERTICAL:  
3.625" X 9.875"  
HORIZONTAL:  
7.375" X 4.8125"  
ISLAND:  
4.875" X 7.4375"



### 1/3 PAGE AD

VERTICAL:  
2.333" X 9.875"  
HORIZONTAL:  
7.375" X 3.125"  
SQUARE:  
4.875" X 4.8125"



### 1/4 PAGE AD

VERTICAL: 3.625" X 4.8125"  
HORIZONTAL:  
7.375" X 2.3125"



### 1/6 PAGE AD

VERTICAL: 2.333" X 4.8125"  
HORIZONTAL: 3.625" X 3.125"

Please provide files in **high-resolution PDF format (300 dpi)**. Send files smaller than 20 MB to **adtraffic@freshcup.com**.