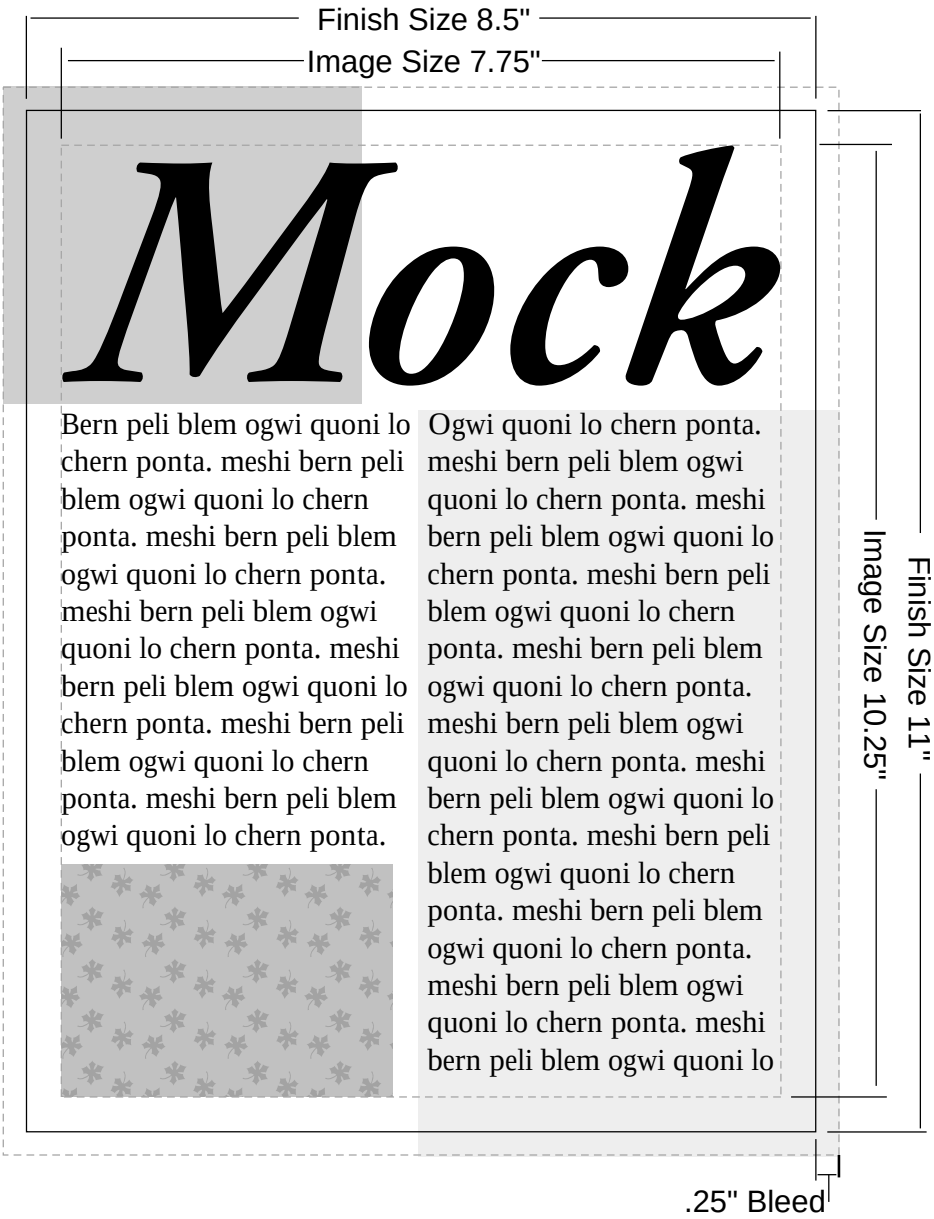
SOME NOTES ABOUT AD SIZES

Incorrect ad sizing is one of the most common design mistakes, but one that is easily avoided.

1. Start with a document size that matches the finish size for the ad. The finish size is the size of a single page of your ad.
2. Next, set your margins to accurately show the image size. The image size of your ad is the area within the finish size that can be printed without a bleed. The image size is always smaller than the finish size. Set the margins to one half the difference between the finish size and the image size. (eg. if your finish size is 8.5 x 11 and your image size is 7.75 x 10.25, the difference is .75 and your margins should be .375 inches.)
3. If color goes to the edge of the page, the ad “bleeds.” Since printing presses cannot print to the edge of the paper, bleeds are accomplished by printing on a larger piece of paper and the cutting down to the desired size. To ensure accurate color accross the page, any color or images that print to the edge of a page must actually print .25 inches further. Leave your document size set to the finish size, all ad elements that do not bleed must stay within the image size. All elements that bleed must continue .25 inches past the finish size.