

**Dimensions:**

- **Canvas:** 4in tall x 7.625in wide
  - **Final Ad:** 3.5in tall x 7.125in wide
  - **Bleed:** 0.25in
  - **Safe Area:** 2.75in tall x 6.375in wide
- Place all critical copy and elements such as your logo inside the safe area.*

**File Format:**

- Provide files in PDF, EPS, PSD, or AI format.

**Images:**

- Images should be at least 300 DPI at the final print size.
- Avoid using low-resolution images to prevent pixelation.*

**Color Mode:**

- Convert all files to CMYK color mode.
- Avoid using RGB or PMS colors, as they may not print accurately.*

**Fonts:**

- Embed or convert all fonts to outlines to avoid font substitution issues.

**Layers:**

- Flatten layers if possible to avoid printing errors.
- Remove any unused or hidden layers.

**Proofing:**

- Double-check for spelling errors, alignment issues, and placement of elements.

**File Naming:**

- Name your file using your company name, version number, and/or date.

**Contact Information:**

- Include your contact information for questions or issues with the files.

# SAFE AREA