

Dimensions:

- **Canvas:** 7.625in tall x 4in wide
- **Final Ad:** 7.125in tall x 3.5in wide
- **Bleed:** 0.25in
- **Safe Area:** 6.375in tall x 2.75in 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