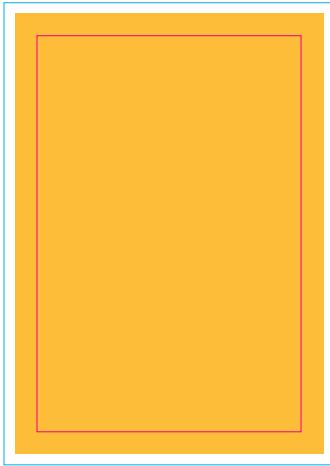


# BEERCAN

## PRINT AD SPECIFICATIONS



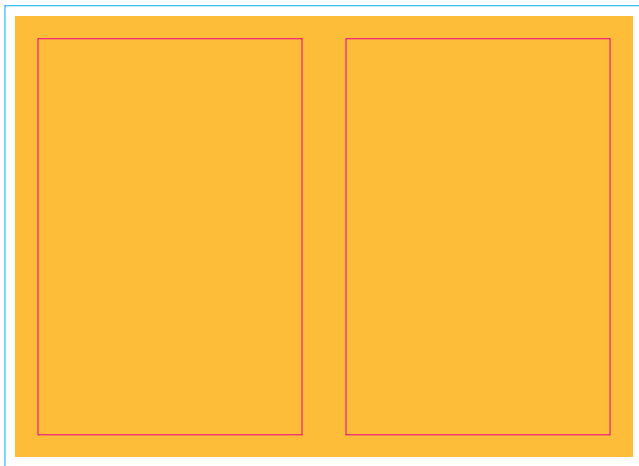
### FULL PAGE

TRIM AREA: 7" x 10"

LIVE AREA: 6" x 9"

BLEED: 7.5" x 10.5"

avoid important copy 1/2" from trim on each side  
must have full bleed 1/4" on each side



### 2 PAGE SPREAD

TRIM AREA: 14" x 10"

LIVE AREA: 12" x 9"

BLEED: 14.5" x 10.5"

avoid important copy or imagery 1/2" on either side of gutter  
avoid important copy 1/2" from trim on each side  
must have full bleed 1/4" on each side

## MAGAZINE SPECIFICATIONS

BeerCan Magazine is saddle stitched

Trim size: 7" x 10" (all ad specifications are in inches)

Bleed must extend at least 1/4 inch beyond trim at each edge and gutter.

Gutter safety is 1/2" both sides.

Images crossing gutter are allowed but please avoid important imagery and keep it in mind while designing.

Copy is not permitted to cross gutter.

Four colour (CMYK) print.

File Formats: PDFX-1A and/or INDD with images and fonts

Portrait mode only; no rotations; 100% size.

Please DO NOT include any printer marks: crop marks, color bars, etc.

Resolution: 300 dpi (dots per inch)