

Ad specifications for the UPCI General Conference Directory

All ads must be submitted in PDF format:

300 dpi (high resolution)

CMYK (no pantone or spot colors)

Full page = **8.375 in x 10.875 in + .125 in** bleed on all four sides

Half page (landscape only) = **8.375 in x 5.4375 in + .125 in** bleed on all four sides
All text must be inside the .25in safe zone

Full Page Ad

← Finished Trim Size: **8.375 in x 10.875 in**

← Size with .125 in bleed on all 4 sides: **8.625 in x 11.125 in**

← Safe Zone: Keep any text, logos, or important graphics within this area to avoid getting cut off.
.25in from edge of trim size.

Half Page Ad

← Finished Trim Size: **8.375 in x 5.4375 in**

← Size with .125 in bleed on all 4 sides: **8.625 in x 5.6875 in**

← Safe Zone: Keep any text, logos, or important graphics within this area to avoid getting cut off.
.25in from edge of trim size.

Tip: When exporting a PDF in InDesign, include crop marks and offset them .125" from edge so they are outside the bleed area.

— = **Bleed Edge**
— = **Trim Edge**
— = **Safe Zone**