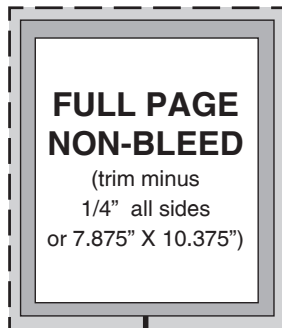
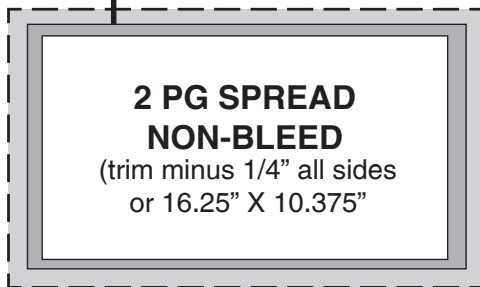


DIMENSIONS FOR THE WINTER WISCONSIN TRAVEL GUIDE

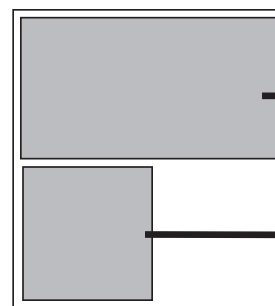
Book Trim Size 8.375" x 10.875"



Full Page w/ Bleed
Trim plus .125" all sides or
8.625" x 11.125"
★ Live copy should remain
1/4" in from
trim marks



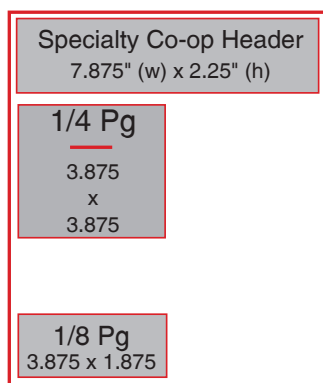
2 PG SPREAD W/ BLEED (trim plus .125"- all sides or 17" x 11.125")
★ Live copy should remain
1/4" in from trim marks



1/2 PAGE
7.875" x 5"
1/4 PAGE
3.875" x 5"

For TWO PAGE SPREADS, live matter should be held 1/4" each side of fold and any copy crossing should have fold fall between letters.

Horizontal Ads



Headers — 7.875" (w) X 2.25" (h)
1/4 Page — 3.875" X 3.875"
1/8 Page Horizontal — 3.875" (w) X 1.875" (h)

Dells Co-op Photo & Lineage: Photo Size 2.125" x 2.125"

* **Photos** submitted on disk **must be high-resolution (300 dpi)**.
Note: Images saved off web sites are generally
low-resolution (72 dpi)...this is not suitable for quality print.

*Please contact your
sales representative for
CO-OP AD DIMENSIONS*