

Talk of the Town[®]

— COUPONS —

ART GUIDELINES

- LIVE AREAS **COUPON BOOKLET PAGES**: Single Sided or Front Back Ad Page—8.125 x 3.06 inches (see sample page)
Two Page Spread Ads (Side to Side with gutter bleed)—16.75 x 3.06 inches
(see sample page)

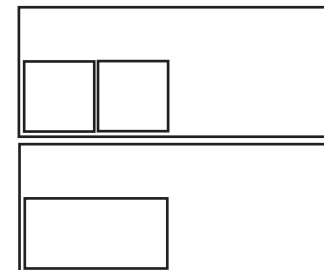
- NO BLEEDS ON INSIDE COUPONS PAGES
- ALL TEXT AND ART MUST BE WITHIN THE LIVE AREAS ONLY.
- NO RGB or SPOT COLORS
- ALL COLORS MUST BE 4-COLOR PROCESS (Cyan, Magenta, Yellow, Black)
- ARTWORK CREATED at 300 DPI
- ALL TEXT MUST BE CONVERTED TO PATHS OR OUTLINES
- ALL Images must be embedded in document

OUTPUTTING YOUR FILE TO PDF FORMAT

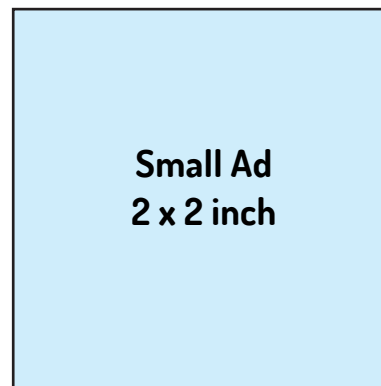
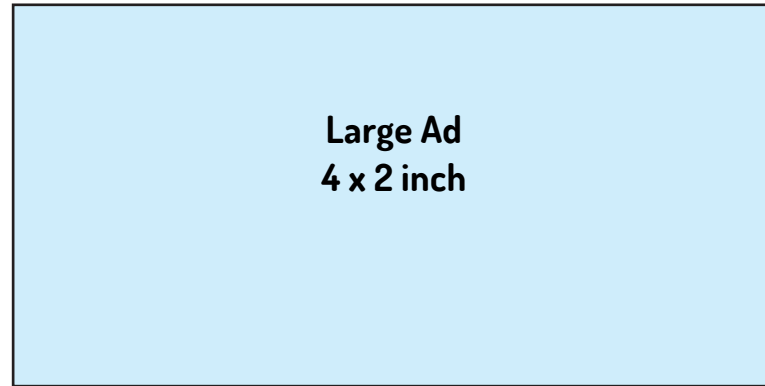
- SELECT **PRESS QUALITY** PDF RESOLUTION
- NO CROP MARKS

- LIVE AREAS **SMALL ADS ON FRONT COVER**: Small Ad 2 x 2 inches (2 total areas) or
Large Ad 4 x 2 inch Ad

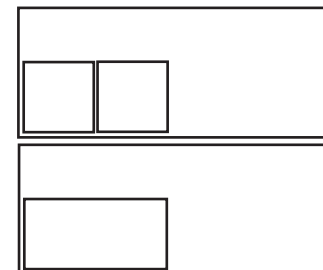
ADS ON FRONT COVER

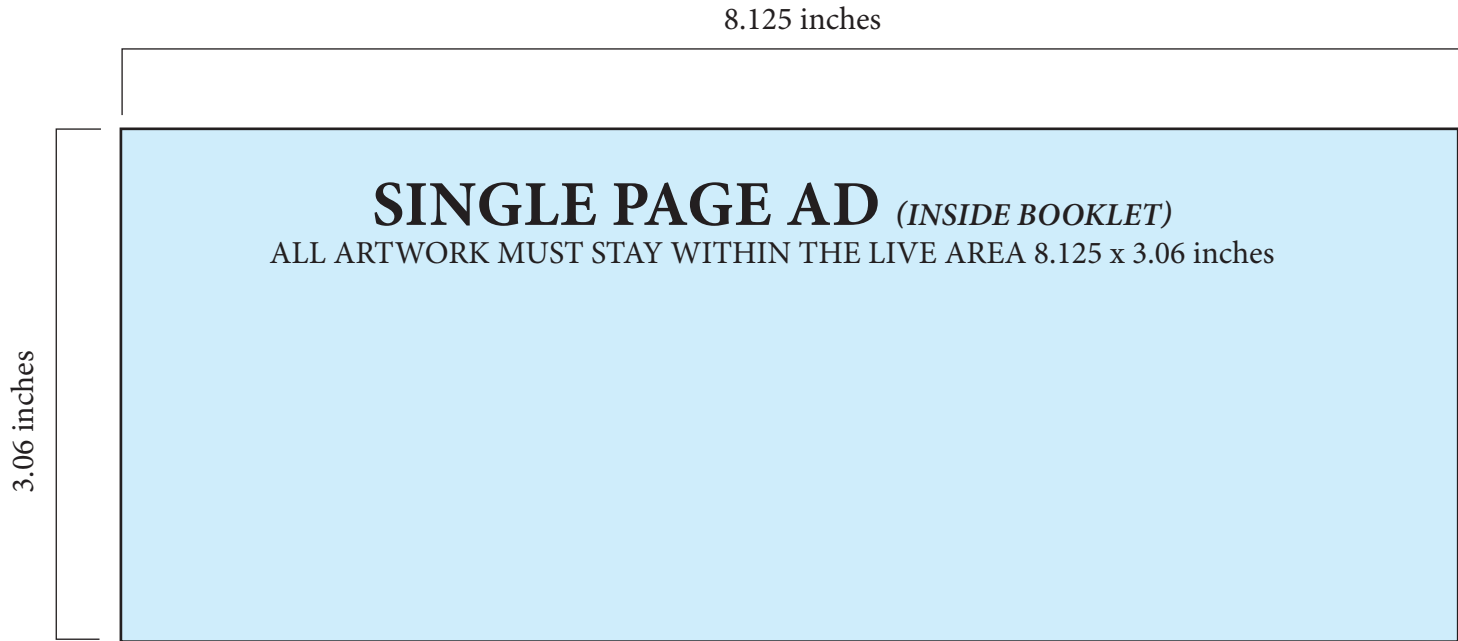
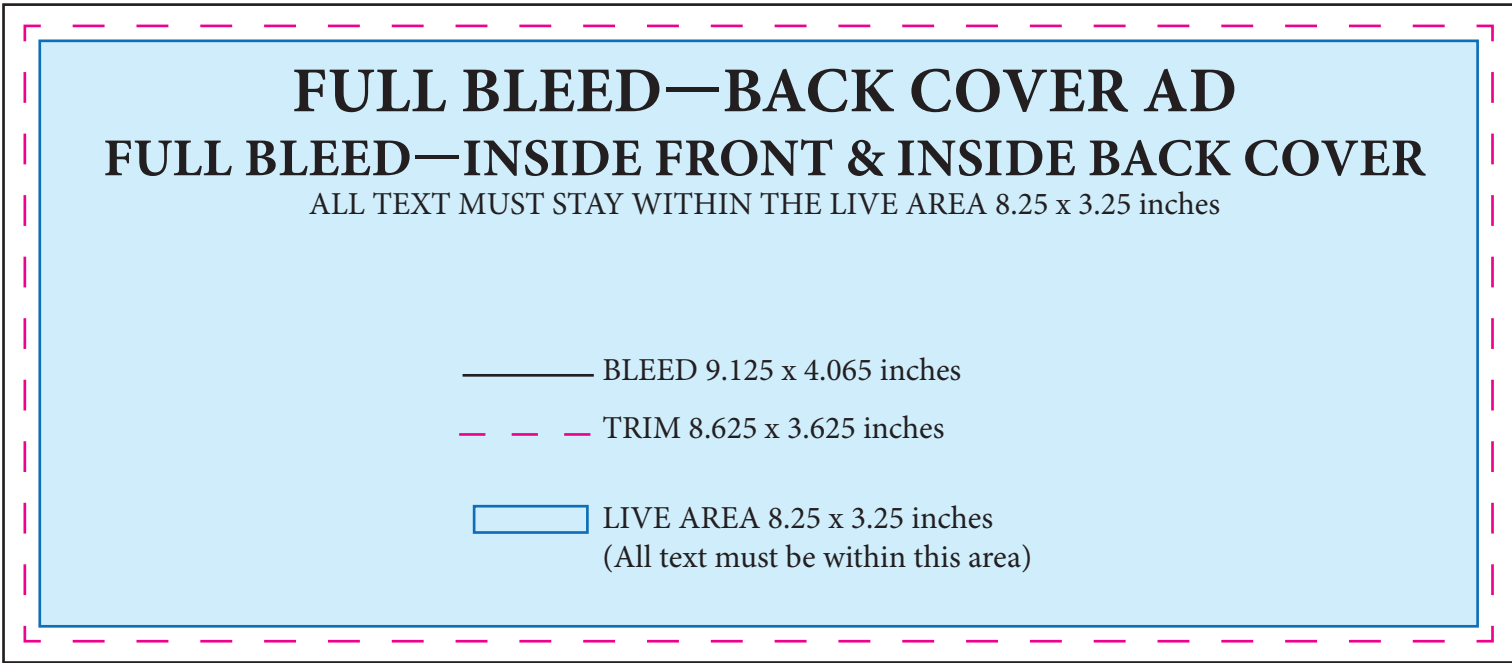


FRONT COVER LARGE AND SMALL ADS



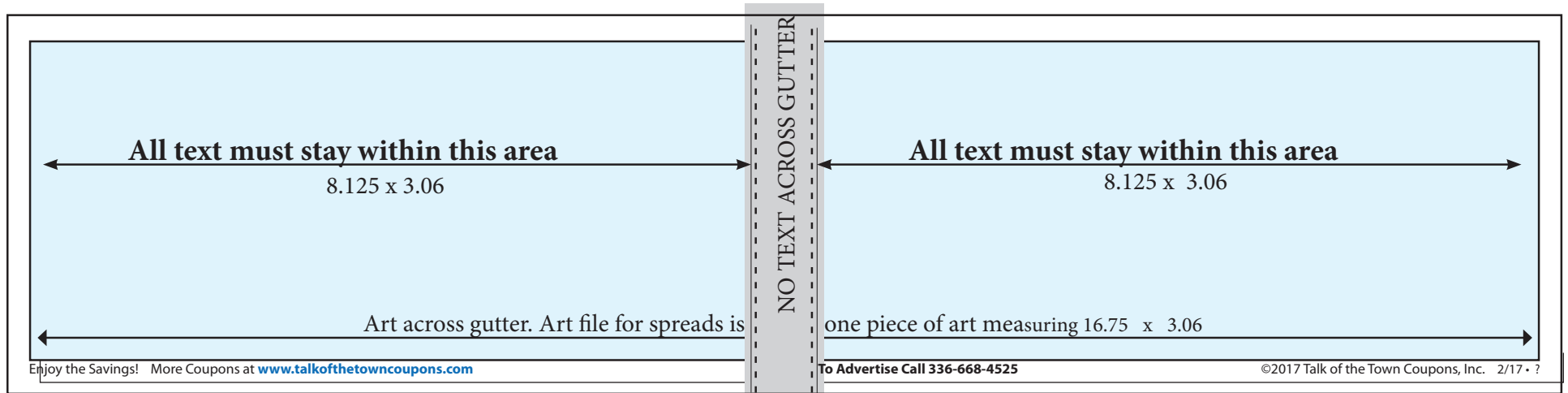
ADS ON FRONT COVER





TWO PAGE SPREADS

All artwork and text must stay within the the live area indicated in blue.
Artwork should cross over the gray “gutter area” but NO TEXT.



16.75 inches

ARTWORK SHOULD BE ONE CONTINUOUS PIECE OF ART.