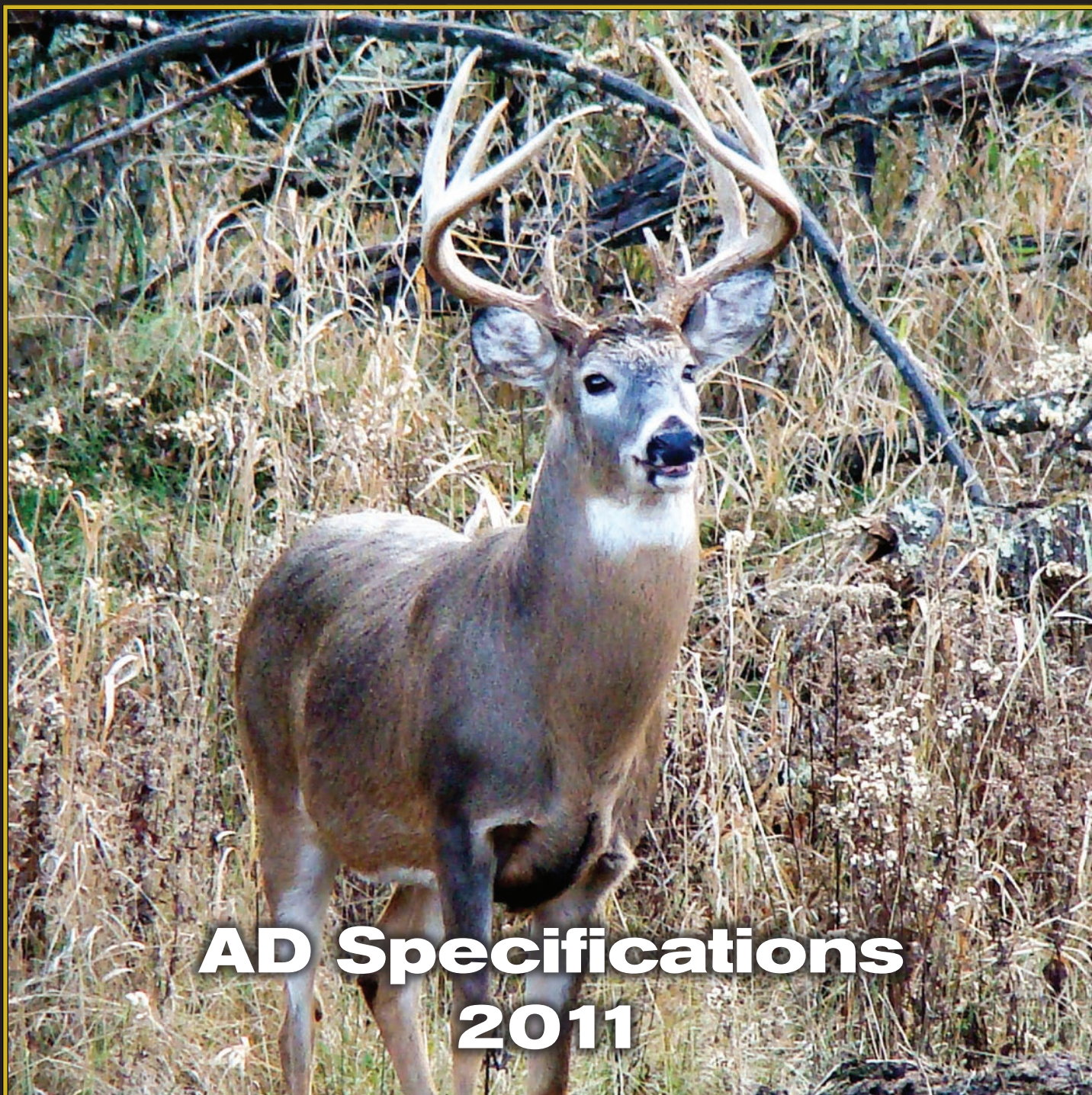


HORIZONTAL BOWHUNTER

The Official Publication of the American Crossbow Federation



ACF Member's Magazine



**AD Specifications
2011**

Full Page ad:
7.5 x 10.125

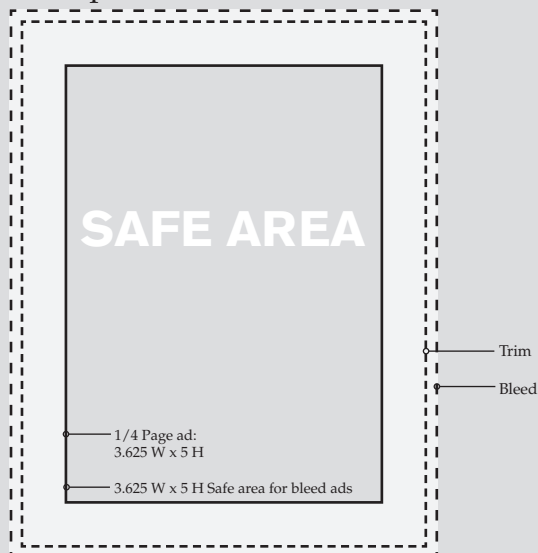
Full Page ad with bleed:
8.5 x 11 Trim plus .125" beyond trim for bleed
7.5 x 10.125 Safe area

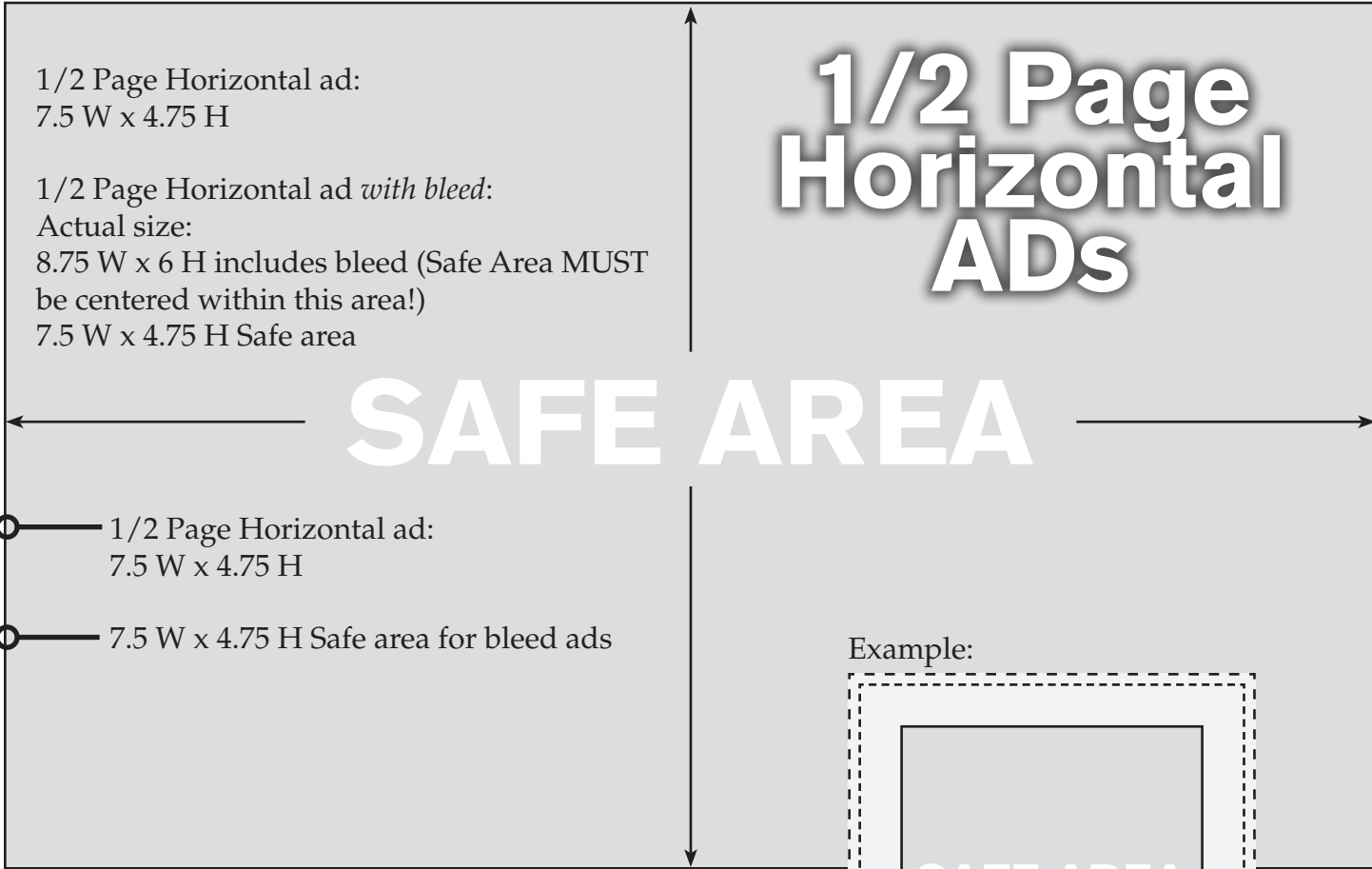
Full Page ADs

- Full Page ad:
7.5 x 10.125
- 7.5 x 10.125 Safe area for bleed ads
- 8.5 x 11 Full page bleed ad trim.
ADD .125" to all sides for bleed.

SAFE AREA

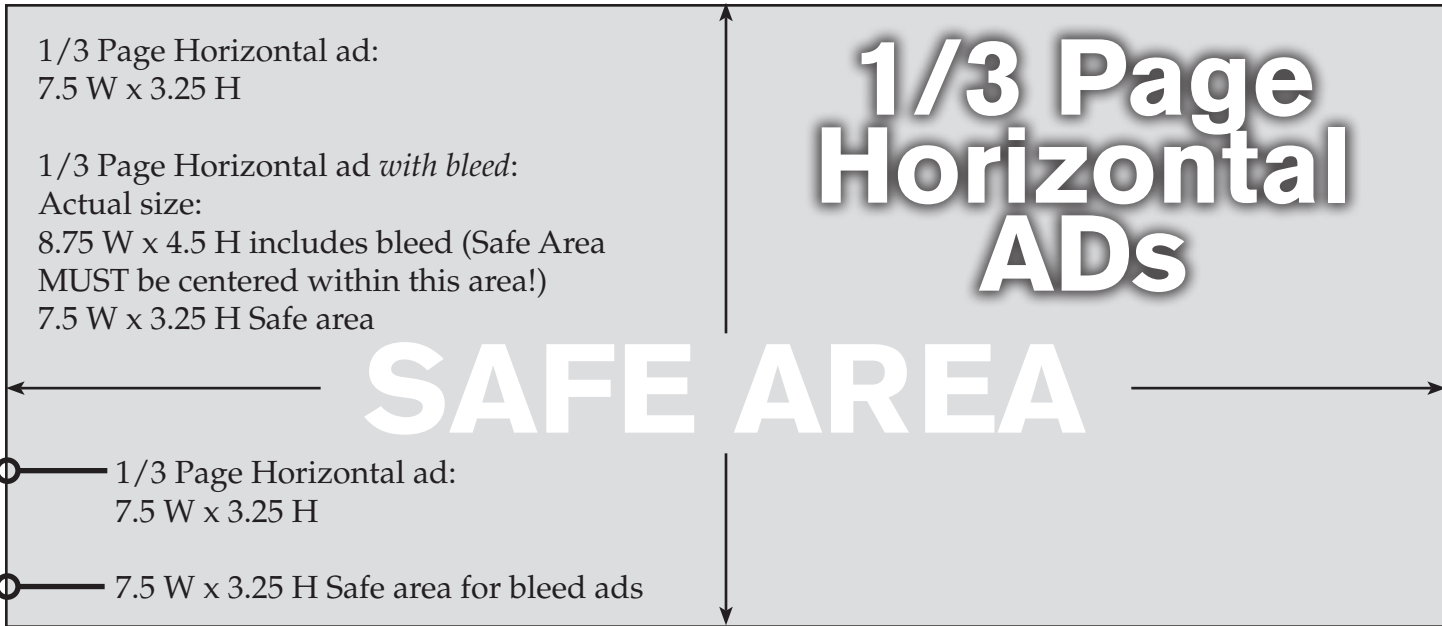
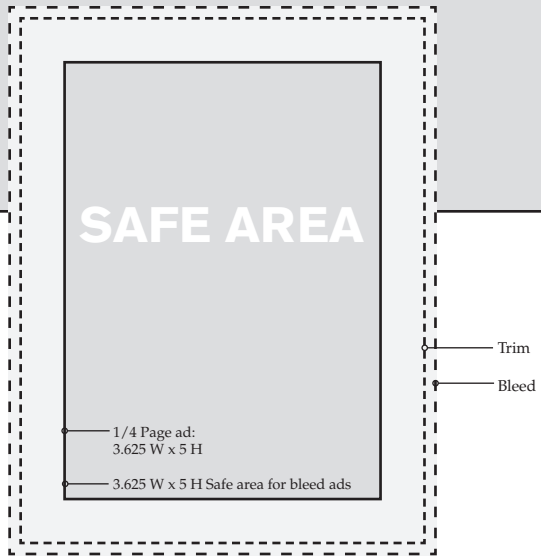
Example:





1/2 Page Horizontal ADs

Example:



1/3 Page Horizontal ADs

1/3 Page Vertical ADs

1/3 Page Vertical ad:
2.338 W x 10.125 H


1/3 Page Vertical ad
with bleed:


Actual size:
3.463 W x 11.25 H

Includes bleed
(Safe Area MUST be centered
within this area!)

7.5 W x 3.25 H Safe area


**SAFE
AREA**

 1/3 V Page ad:
2.338 W x 10.125 H

 2.338 W x 10.125 H
Safe area for bleed ads

2/3 Page Vertical ADs

2/3 Page Vertical ad:
4.9219 W x 10.125 H

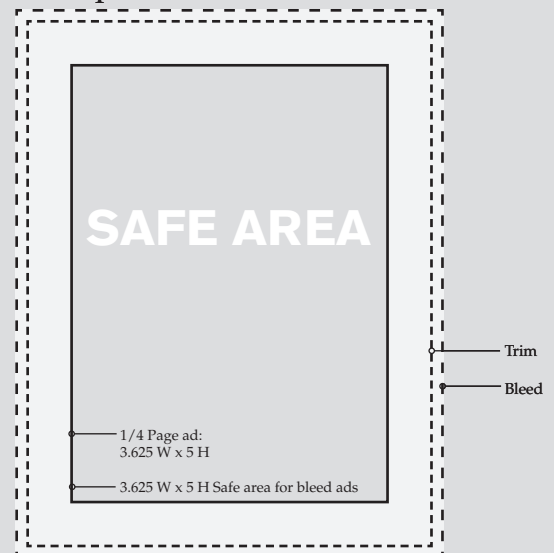
2/3 Page Vertical ad
with bleed:

Actual size:
6.046 W x 11.25 H includes bleed
(Safe Area MUST be centered within this area!)


4.9219 W x 10.125 H H Safe area


SAFE AREA

Example:



 2/3 V Page ad:
4.9219 W x 10.125 H

 4.9219 W x 10.125 H
Safe area for bleed ads

1/2 Page Vertical ADs

1/2 Page Vertical ad:
4.9219 W x 7.75 H

1/2 Page Vertical ad *with bleed*:
Actual size:
6.046 W x 9 H includes bleed
(Safe Area MUST be centered within this area!)
4.9219 W x 7.75 H Safe area

○ — Trim

○ — Bleed



SAFE AREA

○ — 1/2 Page ad:
4.9219 W x 7.75 H

○ — 4.9219 W x 7.75 H Safe area for bleed ads

1/4 Page Vertical ADs

1/4 Page Vertical ad:
3.625 W x 5 H

1/4 Page Vertical ad *with bleed*:
Actual size:
4.875 W x 6.125 H includes bleed
(Safe Area MUST be centered within this area!)
3.625 W x 5 H Safe area

SAFE AREA

- 1/4 Page ad:
3.625 W x 5 H
- 3.625 W x 5 H Safe area for bleed ads

- Trim
- Bleed

1/4 Page Horizontal ADs

1/4 Page Horizontal ad:
4.916 W x 3.625 H

1/4 Page Horizontal ad *with bleed*:
Actual size:
6.041 W x 4.875 H includes bleed
(Safe Area MUST be centered within this area!)
4.916 W x 3.625 H Safe area

SAFE AREA

- Trim
- Bleed

- 1/4 Page ad:
4.916 W x 3.625 H
- 4.916 W x 3.625 H Safe area for bleed ads