



CULTURAL AWARENESS CORVETTE WEEKEND 2023

SOUVENIR BOOKLET AD MECHANICAL SPECS

ARTWORK & AD QUESTIONS CONTACT:

NIKKI BRANDON

cacwinc.adcoordinator@gmail.com

SOUVENIR BOOKLET AD MECHANICAL SPECS

MEASUREMENT IN INCHES

Booklet Specifications

Finished Size – 8.0 x 10.5

Bleeds – 0.125

Margins – 0.375

Binding – Saddle Stitch

Artwork Submission Output

Resolution – 300 DPI @ 100%

Color – CMYK*

File Format – PDF

File Format – TIFF

File Format – JPEG

Crop Marks – Yes*

Fonts – Embed, Flatten or Outlines

* Denotes preferred option.

* We reserve the right to adjust artwork that falls outside of our guidelines, if needed, without additional review.

Artwork & Ad Questions Contact

Nikki Brandon

cacwinc.adcoordinator@gmail.com



Example of full page ad with bleeds.

FULL PAGE AD WITH BLEED ON ALL SIDES

8.25" x 10.75"



Please keep live images and text (0.375") inside all trim area
(see example on page 2). **The finished or final size will be 8" x 10.5"**

FULL PAGE AD

7.25" x 9.75"

HALF PAGE AD

7.25" x 4.75"

HALF PAGE AD

7.25" x 4.75"

CENTER SPREAD AD WITH BLEED

16.25" x 10.75"

Please keep live images and text (0.375 inches) inside all trim areas.

The finished or final size will be 16" x 10.5"

0.375" SAFE MARGIN



CENTER SPREAD AD
15.5" x 10"