

**LIVE AREA**

**Ad:** 6.5" x 7.125"

**Certificates:** 6.32" x 2.45"

**\*\*IMPORTANT:** See below for important notes regarding design of certificate area.

**FOR REFERENCE ONLY**

Final trim size of magazine - 7" x 10.5"

Margins around live areas (creating white border around artwork):

Top - .375"

Bottom, left, right - .25"

**SUBMITTING ARTWORK**

- PLEASE SUBMIT ARTWORK AS A HIGH-RES PDF FILE.
- All colors should be CMYK; any PMS or RGB colors will be converted.
- Images should be as close to 300 dpi as possible at their final size in the final artwork provided.

**NOTE:** Please ask your Smart Shopper Magazine Account Manager if your ad will be included in a special section. If so, please follow the specs on page 2 of this document, **BANNERED SPECIAL SECTION - FULL PAGE WITH CERTIFICATE.**

If you have questions about submitting artwork, please contact our Production Manager at 410.486.4988 x106 or syinger@smartshoppermag.com.

7.125 in

6.5 in

**SMART SHOPPER MAGAZINE™ SAVINGS CERTIFICATE®**

Live area for certificates being designed is 6.32" x 2.45".

Keep in mind that black savings certificate bar and black expiration bars are each .187" high. DO NOT place type or important elements where these bars will overlap them.

Each ad may run 1, 2 or 3 certificates.

Do not place black expiration bars or Smart Shopper Magazine Savings Certificate bars in your artwork. They will be inserted by our Art Department.

2.45 in

6.32 in

**OFFER EXPIRES DECEMBER 31, 2009** N

{ SPECIAL SECTION BANNER - CREATED AND INSERTED BY OUR ART DEPARTMENT }

**LIVE AREA**

**Ad:** 6.5" x 6.625"

**Certificates:** 6.32" x 2.45"

\*\*IMPORTANT: See below for important notes regarding design of certificate area.

**FOR REFERENCE ONLY**

Final trim size of magazine - 7" x 10.5"

Margins around live areas (creating white border around artwork):

Top - .375"

Bottom, left, right - .25"

**SUBMITTING ARTWORK**

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- Images should be as close to 300 dpi as possible at their final size in the final artwork provided.

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6.625 in

6.5 in

**SMART SHOPPER MAGAZINE™ SAVINGS CERTIFICATE®**

Live area for certificates being designed is 6.32" x 2.45".

Keep in mind that black savings certificate bar and black expiration bars are each .187" high. DO NOT place type or important elements where these bars will overlap them.

Each ad may run 1, 2 or 3 certificates.

Do not place black expiration bars or Smart Shopper Magazine Savings Certificate bars in your artwork. They will be inserted by our Art Department.

2.45 in

6.32 in

**OFFER EXPIRES DECEMBER 31, 2009** N

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**LIVE AREA**

**Ad:** 6.5" x 9.875"

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**FOR REFERENCE ONLY**

Final trim size of magazine - 7" x 10.5"

Margins around live areas (creating white border around artwork):

Top - .375"

Bottom, left, right - .25"

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**SUBMITTING ARTWORK**

- PLEASE SUBMIT ARTWORK AS A HIGH-RES PDF FILE.
- All colors should be CMYK; any PMS or RGB colors will be converted.
- Images should be as close to 300 dpi as possible at their final size in the final artwork provided.

**NOTE:** Please ask your Smart Shopper Magazine Account Manager if your full page ad without certificate will be included in a special section. If so, please follow the specs on page 4 of this document, **BANNERED SPECIAL SECTION - FULL PAGE WITHOUT CERTIFICATE.**

If you have questions about submitting artwork, please contact our Production Manager at 410.486.4988 x106 or [syinger@smartshoppermag.com](mailto:syinger@smartshoppermag.com).

9.875 in

6.5 in

{ SPECIAL SECTION BANNER - CREATED AND INSERTED BY OUR ART DEPARTMENT }

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**LIVE AREA**

**Ad:** 6.5" x 9.375"

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**FOR REFERENCE ONLY**

Final trim size of magazine - 7" x 10.5"

Margins around live areas (creating white border around artwork):

Top - .375"

Bottom, left, right - .25"

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**SUBMITTING ARTWORK**

- PLEASE SUBMIT ARTWORK AS A HIGH-RES PDF FILE.
- All colors should be CMYK; any PMS or RGB colors will be converted.
- Images should be as close to 300 dpi as possible at their final size in the final artwork provided.

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9.375 in

6.5 in