

## Foundation Drilling Ad: Half Page

Finished Ad Size: 7.5 inches x 5 inches

Margins: 0.375 in" on all sides

*(Margins are the distance from any side of the edge of the document to the content of the design)*

This template can be placed in Illustrator, InDesign, or Photoshop. We **highly recommend** using this template as guide to ensure your advertisement does not lose any critical elements in the gutter.

### LAYOUT INSTRUCTIONS

#### MARGINS/SAFE AREA:

All critical elements (text, images, graphics, logos, etc.) must be kept inside the blue box. This will ensure that critical elements will not be lost in the gutter.

#### DANGER ZONE (GRAY AREA):

All critical elements should not exceed into the gray area otherwise they will be lost in the gutter. Background graphics, textures, and photos can extend to the edge of the gray area.

#### IMPORTANT

Please remove our guidelines/instructions before submitting your files, or else they will be printed. All text should be converted to outlines.

### EXPORT INSTRUCTIONS

**Adobe Illustrator & InDesign:** Export as an **Adobe PDF (Print)** using the **High Quality Print** preset. Do **not** include any printer marks nor bleeds.

**Adobe Photoshop:** Save as a **Photoshop PDF** using the **High Quality Print** preset. Do **not** include any printer marks nor bleeds.