

Ad Building Guide For all Ad Sizes, DALs and Inserts

1. Please build your ad on the "Your Art Here" layer.
2. **BLEED AREA:**
ALL FULL PAGE ADS, SPREADS, DALs and INSERTS BLEED.
Make sure the background image extends to the RED BLEED guides and that all images and text are within the SAFETY AREA (MAGENTA guides).
- 3 All images should be CMYK and 300 dot per inch minimum. BBG assume all images sent by the client belong to that client and they alone have the legal right to use them.
4. Minimum size for type is 6 points.
5. Text must be readable. Hard to read text will be fixed at BBG discretion.
- 6 All fonts and images must be included with the file. BBG will not be held responsible if substitutions are necessary.
7. Spelling, dates and other specific information are the responsibility of the client. BBG cannot be held liable if wrong information is provided.
8. If any changes are necessary, the client will always receive a proof of those corrections.

Bleed Area

RED lines indicates the Bleed Area. **BACKGROUND ART AND IMAGES MUST EXTEND TO THIS LINE.**

Safety Area

MAGENTA lines indicate the Safety Area. Keep all text inside the Safety Area. ALL pertinent information, such as any text MUST be inside this box.

Trim size

Black line indicates the Trim line or the edge of the publication. Anything outside this line will be TRIMMED OFF.
PLEASE MAKE SURE THAT YOUR BACKGROUND EXTENDS TO THE BLEED AREA RED GUIDES