SAFE ZONE:
All critical elements (text, images, graphics, logos, etc.) must be kept inside the blue box.

Keep all elements away from the blue line (Safe Zone).

TRIMMING ZONE:
Please allow 0.125 inches cutting tolerance all around. We do not recommend having borders due to shifting in the cutting process, which may cause borders to appear uneven.

BLEED ZONE 0.125 inches:
Make sure to extend the background images or colors all the way to the edge of the black outline.

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

Ads must include crop marks.

PPAI Exhibitor Directory Guide
Cover/Full Page Ad Template

Live Area (Safe Zone): 10.25 inches x 17.25 inches (vertical)
Final Size (Trim): 10.75 inches x 18 inches (vertical)
Size with bleed: 11 inches x 18.25 inches (vertical)