PRINT DISPLAY AD UNITS
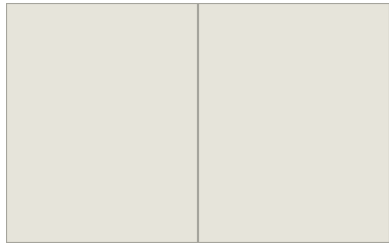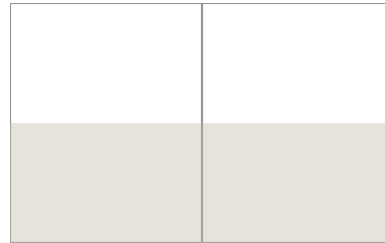
Include bleed on all sides — including fractional ads.
All specs are given in width x depth dimensions.
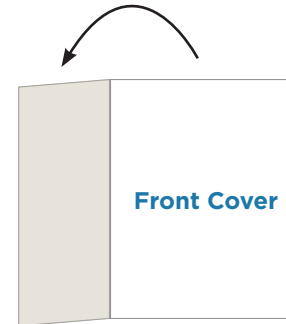
Front Cover

FULL PAGE SPREAD
Trim Size: 20" x 13"
Live Area: 19.25" x 12.25"
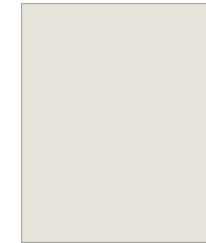Bleed: 20.25" x 13.25"

1/2 PAGE SPREAD
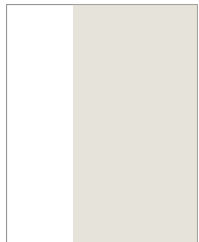Trim Size: 20" x 6.375"
Live Area: 19.25" x 6"
Bleed: 20.25" x 6.625"

C1 FALSE COVER FLAP
Trim Size: 4" x 13"
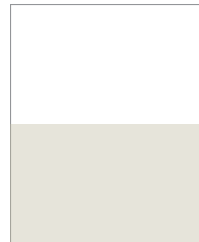Live Area: 3.5" x 12.5"
Bleed: 4.25" x 13.25"

FULL PAGE
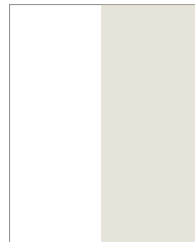Trim Size: 10" x 13"
Live Area: 9.25" x 12.25"
Bleed: 10.25" x 13.25"

3/4 PAGE VERTICAL
Trim Size: 7.125" x 13"
Live Area: 6.75" x 12.25"
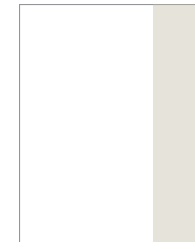Bleed: 7.375" x 13.25"

1/2 PAGE HORIZ.
Trim Size: 10" x 6.375"
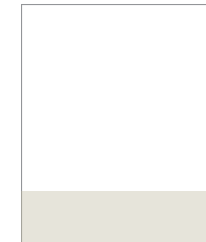Live Area: 9.25" x 6"
Bleed: 10.25" x 6.625"

1/2 PAGE VERTICAL
Trim Size: 4.875" x 13"
Live Area: 4.5" x 12.25"
Bleed: 5.125" x 13.25"

1/4 PAGE VERTICAL
Trim Size: 2.625" x 13"
Live Area: 2.25" x 12.25"
Bleed: 2.875" x 13.25"

HORIZONTAL STRIP
Trim Size: 10" x 3.25"
Live Area: 9.25" x 2.875"
Bleed: 10.25" x 3.5"

PRINT SPECS & SUBMISSION INSTRUCTIONS

- All advertising should be provided as a press-ready PDF with all fonts and images embedded, and include 1/8" bleed on all sides — including fractional ads.
- All embedded images must be a minimum of 300 dpi (dots per inch) and CMYK. Files containing RGB or LAB colors will be converted to CMYK.

- Files supplied without a color proof will be printed to SWOP standards. The Printer and/or Publisher cannot be held liable for color complaints when files are submitted without an acceptable color proof.
- PMS inks or pre-mixed inks require dedicated print units and will be billed at Matched Color Rate. Ask your rep for rates.

PRODUCTION QUESTIONS
Contact your *BI* rep directly for assistance (see contact page).

MATERIAL SUBMISSION
Ad material can be emailed to **print@businessinsurance.com**.