

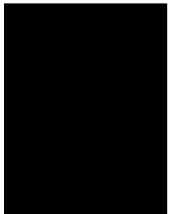
# Needlework Retailer Ad Specs

## Bleed Ads



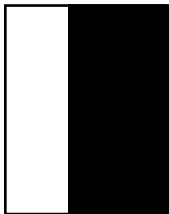
### Spread

Live: 16" W x 9.875" H  
 Trim: 17" W x 10.875" H  
 Bleed: 17.5" W x 11.375" H



### Full Page

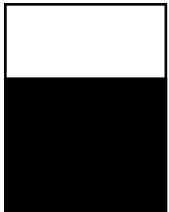
Live: 7.5" W x 9.875" H  
 Trim: 8.5" W x 10.875" H  
 Bleed: 9" W x 11.375" H



### 2/3 Page

*Vertical*

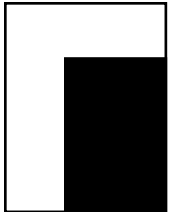
Live: 4.85" W x 9.875" H  
 Trim: 5.35" W x 10.875" H  
 Bleed: 5.85" W x 11.375" H



### 2/3 Page

*Horizontal*

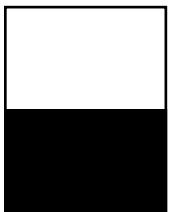
Live: 7.5" W x 6.75" H  
 Trim: 8.5" W x 7.25" H  
 Bleed: 9" W x 7.375" H



### 1/2 Page

*Vertical*

Live: 4.875" W x 7.5" H  
 Trim: 5.375" W x 8" H  
 Bleed: 5.625" W x 8.25" H

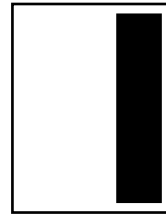


### 1/2 Page

*Horizontal*

Live: 7.5" W x 4.875" H  
 Trim: 8.5" W x 5.375" H  
 Bleed: 9" W x 5.625" H

## Non-Bleed Ads



### 1/3 Page

*Vertical*

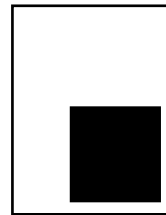
2.396" W x 9.875" H



### 1/3 Page

*Horizontal*

7.5" W x 3.125" H



### 1/3 Page

*Square*

4.625" W x 5" H



### 1/4 Page

*Vertical*

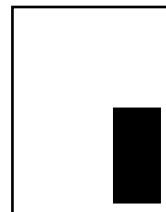
3.625" W x 5" H



### 1/4 Page

*Horizontal*

4.75" W x 3.75" H



### 1/6 Page

*Vertical*

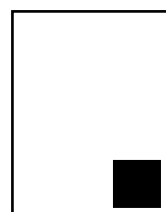
2.5" W x 5" H



### 1/6 Page

*Horizontal*

4.875" W x 2.5" H



### 1/6 Page

*Horizontal*

2.5" W x 2.5" H

Bleed and non-bleed ads are accepted as high resolution .pdf files or .tif images. Please save to 350-400 ppi, CMYK format. The ad can be saved to a CD and mailed with a printout or sent FTP from our website <http://www.needleworkretailer.com>. Reference the ad file name in an email to [info@needleworkretailer.com](mailto:info@needleworkretailer.com). For any questions contact: Megan Chriswesser at 800-561-5380.