

2020 ADVISOR CUSTOM COVER SPEC SHEET



CUSTOM COVER DESIGN SPECS – FOR OPTION A

OPTION A

Advisor Cover Option A Specs – Please Read Carefully

The total area of The Advisor front Cover Option A, when trimmed, is 4" wide x 2" high. However, special attention needs to be paid to the setup of your cover art and where the binding area falls to make sure that your pertinent information (logo and text) lies safely within the "Live Area", and that your bleeds are set properly, if using them.

Please review and follow the list below, as well as the Spec Chart to the right, to maintain the quality of your cover art:

RESOLUTION – Cover art should be provided in high resolution for best printing quality. 300 dpi is recommended.

COLOR – Files should be provided in CMYK.

FORMAT – Acceptable files formats are .AI, .EPS, .PDF, .JPG.

**TOTAL IMAGE SIZE
WITH BLEED: 4.375" X 2.125"**

LEFT BLEED .625"



2020 ADVISOR CUSTOM COVER SPEC SHEET



CUSTOM COVER DESIGN SPECS – FOR OPTION B

OPTION B

Advisor Cover Option B Specs – Please Read Carefully

The total area of The Advisor front cover Option B, when trimmed, is 4" wide x 9" high. However, special attention needs to be paid to the setup of your cover art and where the binding area falls to make sure that your pertinent information (logo and text) lies safely within the "Live Area", and that your bleeds are set properly, if using them.

Please review and follow the list below, as well as the Spec Chart to the right, to maintain the quality of your cover art:

IMAGE – Your image can fill the entire front cover area, but will be set behind the Advisor title, date, and tagline.

BLUE GRADIENT – The gradient blue at the top of the Sample (to the right) will only remain if your background image does not cover the entire front cover area.

RESOLUTION – Cover art should be provided in high resolution for best printing quality. 300 dpi is recommended.

COLOR – Files should be provided in CMYK.

FORMAT – Acceptable files formats are .AI, .EPS, .PDF, .JPG.

