

## 2026 Print Ad Guidelines & Templates

*Note: Specs apply to both Preview Magazine and Program & Directory*



### Full-Page Ads (Includes Covers)

- Document size: **8.75" x 11.25"**  
(includes .125" bleed on all sides for a trim size of 8.5" x 11")
- Keep all critical content at least 0.25" inside trim (safe area)
- Include bleed and crop marks

### Centerfold and 2-Page Spreads

- Document size: **17.25" W x 11.25" H**  
(includes 0.125" bleed on all sides for a trim size of 17" x 11")
- Keep all critical content at least 0.25" inside trim (safe area)
- Keep all critical content at least 0.5" away from the center fold (gutter)
- Include bleed and crop marks
- Provide as a single, full spread (not two separate pages)
- Avoid placing text, logos, or key visuals across the center seam

### Half-Page Ads

- Document size: **7.625" W x 5.0625" H**  
(final trim size; no bleed required)
- Keep all critical content at least 0.25" inside trim (safe area)
- Do not include bleed or crop marks

### Quarter-Page Ads

- **3.8125" W x 5.0625" H**  
(final trim size; no bleed required)
- Keep all critical content at least 0.25" inside trim (safe area)
- Do not include bleed or crop marks

### Eighth-Page Ads ("Business Card" Size)

- **3.8125" W x 2.5313" H**  
(final trim size; no bleed required)
- Keep all critical content at least 0.25" inside trim (safe area)
- Do not include bleed or crop marks

### File Requirements for All Ads

- High-resolution, press-ready PDF (PDF/X-1a or PDF/X-4 preferred)
- CMYK color mode (no RGB)
- 300 dpi resolution
- All fonts embedded

*Please note:*

- Keep all critical content within the designated safe area
- Ads that do not meet specifications may require resubmission
- Ad placement within the publication is at NFRA's discretion

**For questions or assistance with ads or artwork, contact [Kelly@NFRAweb.org](mailto:Kelly@NFRAweb.org)**




## **Half-Page Ad Template & Specs**

- Document size: 7.625" W × 5.0625" H (final trim size; no bleed required)
- Keep all critical content at least 0.25" inside trim (safe area)
- Do not include bleed or crop marks

## **File Requirements**

- High-resolution, press-ready PDF (PDF/X-1a or PDF/X-4 preferred)
- CMYK color mode (no RGB)
- 300 dpi resolution
- All fonts embedded

## **Quarter-Page Ad Template & Specs**

- Document size: 3.8125" W × 5.0625" H (final trim size; no bleed required)
- Keep all critical content at least 0.25" inside trim (safe area) 
- Do not include bleed or crop marks

## **File Requirements**

- High-resolution, press-ready PDF (PDF/X-1a or PDF/X-4 preferred)
- CMYK color mode (no RGB)
- 300 dpi resolution
- All fonts embedded

## **Eighth-Page “Business Card” Ad Template & Specs**

- Document size:  
3.8125” W × 2.5313” H  
(final trim size; no bleed required)
- Keep all critical content at least 0.25” inside trim (safe area)
- Do not include bleed or crop marks

### **File Requirements**

- High-resolution, press-ready PDF (PDF/X-1a or PDF/X-4 preferred)
- CMYK color mode (no RGB)
- 300 dpi resolution
- All fonts embedded

## Full-Page Ad (Includes Covers) Template & Specs

- Document size: **8.75" x 11.25"**  
(includes .125" bleed on all sides for a trim size of 8.5" x 11")
- Keep all critical content at least 0.25" inside trim (safe area)
- Include bleed and crop marks

## File Requirements

- High-resolution, press-ready PDF  
(PDF/X-1a or PDF/X-4 preferred)
- CMYK color mode (no RGB)
- 300 dpi resolution
- All fonts embedded