



BI-MONTHLY PUBLICATION OF SIGNAGE INDUSTRY
406, SANT NAGAR, EAST OF KAILASH, NEW DELHI - 110 065 (INDIA)
PH. : 011-26232482, 011-26232684 • FAX : 91-11-26232635 / 26348207
E-mail : signandgraphics@vsnl.net • www.signandgraphics.com

Size Specifications

Size	<i>All sizes in cm</i>
Full Page : Non-Bleed	21.5 x 32.0
Full Page : Bleed	- Trimmed 23.5 x 34.0 - Untrimmed 24.5 x 35.0
Double Spread : Non-Bleed	44.5 x 32.0
Bleed - Trimmed	47.0 x 34.0
- Untrimmed	48.0 x 35.0
Half Page : Horizontal	21.0 x 15.0
Vertical	10.25 x 30.0
One-Third Page : Horizontal	21.0 x 10.0
Vertical	6.7 x 30.0
One-Fourth Page : Horizontal	21.0 x 7.5
Vertical	10.25 x 15.0

For Bleed Ads, Copy matter should be confined to 33.0 cm. height and 22.5 cm width for single page ad and 45.5 cm. width for double spread ad. In case of double spread advertisement text matters runs across the pages, a gutter space of 0.8 cm is recommended.