

If your software allows, set up the document 4.25" x 7 with .125 margins and .125 bleed all the way around.

If your software will not let you set a bleed, set up the document 4.5" x 7.25" with .125 margins and place guides for the safe area. The vertical guides should be at .25 and 4.25 and the horizontal guides should be at .25 and 7.

The red shows the bleed area where part of your ad "bleeds" off the page.

The white is the actual ad size. 4.25" x 7".

The yellow is the safety area. Keep all text and images inside this area to ensure they will not get cut off. Set up guides so the safety area will be 4" x 6.75" and keep all images and text in that area, preferably centered.

See a sample ad below.