Ad Check List:

- 1. Advertisement has AT LEAST 0.25 inch bleeds added to each side.
  - Add 0.5 inch to both your total width and height for a final size of 16.5 inch x 11.25 inch.
- 2. The white area should contain your critical elements, like logos and text.
- 3. The orange area should contain background elements only.
- 4. The green area is for the Seedstock EDGE page numbers only.
- 5. The blue area is center (gutter) of the magazine and items placed here may not be easily seen.
- 6. All images MUST be 300 dpi for best print quality.