This Template is a **2 Page** Full Bleed Spread ad size
16.75 (8 column span+) by 11.125 inches
The Color Format and Profile are embedded,
please do not change it.
We Print 4 Color Process Separation
If your working in color please make sure all
Placed and Embedded Materials are in C-M-Y-K color mode
Please make sure you embed all materials and artwork,
DO NOT USE LINKED IMAGES *(Place and embed them or they may not print!)*
If you are working in Gray-scale or Black and white
please make sure all Placed and Embedded Materials are
in gray-scale color Mode.
Make sure all black or gray uses only 'K' values 0% to 100%
"NO" C, M or Y, make sure these values are all equal 0%

We will except all color formats, but we can not guarantee
Proper color conversion if we need to convert it.
Blacks and grays usually get darker and colors get lighter.

This Text is 100% K (Black)
This Text is 100% C (Cyan)
This Text is 100% M (Magenta)
This Text is 100% Y (Yellow)

Make sure you delete or hide the border-edge and this sample-text
layer before finalizing your ad and out put it for print.
Anything extending beyond the Border or page size will be
cropped off when printed.
When you have completed your ad please save
this as a PDF using our "Merchandiser Job Option Settings"
file for acrobat also available for download on the templates page
of our website at themerchandiser.net

If this template is used as a Center Spread in The Merchandiser
it is OK for TEXT to cross the center.

If this template is used as a Double Truck for placement
in The Merchandiser other than the Center Spread
It is not recommended that text cross over the center, especially small text,
it will most likely get cut off a little, be out of alignment slightly
and make it hard to read!

The Main Red Border Is The Safe Zone, please keep all important elements
and text within that area.
The Outer Blue Border Is The Trim Area, anything outside that border
such as background images will get trimmed off. Please extend
all background graphics beyond the blue border and page edge if possible.
The Gray line is the standard 2 page spread across without a full bleed,
normally the page slugs/numbers would be just outside of that edge.

The Center Red Line is the Gutter, anything that crosses that area
will be in the fold area! If this is a center spread that is OK. If it is not a center spread
please stop text at light blue border on the gutter and then continue after if it is text
that spans across the 2 pages.

Please remember to hide or delete all example borders before
finalizing your file for print.