

A portion of any graphic overlapping the spine will be buried 1/4" in the spine of perfect bound magazines. To compensate for this we recommend the following:

- 1) Make a duplicate of the graphic. One copy will be placed on the left side of the ad, the other copy will be positioned on the right side of the ad.
- 2) Move one copy 1/8" to the left, this will be the left side version of the graphic.
- 3) Adjust the right side of the picture box containing the graphic to stop at the exact middle of the ad.
- 4) Select the second copy of the graphic and move it 1/8" to the right. This will be the right side version of the graphic.
- 5) Adjust the left side of the picture box containing the graphic to start at the exact middle of the ad.

This area will be hidden in the spine when the magazine is bound

Do not to place text in the crossover.

Rather, place text like this.

left hand page of a 2-page spread ad

right hand page of a 2-page spread ad

Safety

Trim

Bleed

Spine