

BLEED - any artwork intended to go all the way to the edge must extend all the way to this magenta line, on all sides.

TRIM - this is where the edge of the page/ad space is.

SAFE ZONE - Keep all text, logos, and other important design elements inside of this line so they do not get trimmed off when the calendar is cut to final size.

ALIGNMENT - if you would like your ad banner to line up with the calendar grid above, end the design on this dotted line and do not go past it (optional, but recommended).

Once your ad banner design is complete,
TURN THIS TEMPLATE LINES LAYER OFF OR DELETE IT
before exporting your banner design to PDF.
Be sure to include crop marks and bleed.

ALIGNMENT - if you would like your ad banner to line up with the calendar grid above, end the design on this dotted line and do not go past it (optional, but recommended).