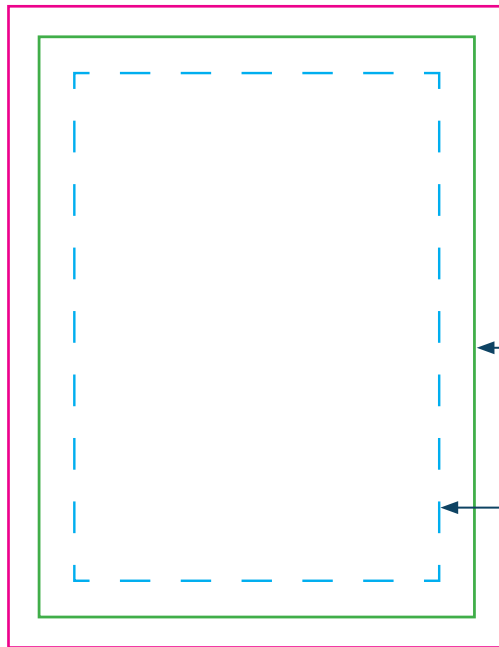


# BIA Publication Ad Sizes



## Bleed Area

If you purchase a full page ad and you don't want the publication's margins to show, then your artwork needs to include bleed. The bleed area is additional background imagery that is at least 1/8" larger than the trim size and ensures your artwork prints properly.

## Trim Area

The trim size is of the size of the final publication.

## Live Area

The live area is a safe zone for your ad's content. You should make sure that all content is 1/4" inside the trim dimensions.

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For the Home, Garden & Remodeling Show Guide, Homearama Plansbook, Tour of Remodeled Homes Guide and Relocation Guide  
- TRIM SIZE: 8.375" x 10.875", Full Page (with bleed): 8.625" x 11.125",  
Full Page (without bleed): 7.5" x 10"

For the Louisville Builder - TRIM SIZE: 8.5" x 11", Full Page (with bleed): 8.75" x 11.25",  
Full Page (without bleed): 7.5" x 10"

### Additional Sizes -

2/3 Page: 4.875" x 10"

1/2 Page: 7.5" x 4.875"

1/3 Page (Vertical): 2.375" x 10"

1/3 Page (Square): 4.875" x 4.875"

1/4 Page: 3.625" x 4.875"

1/6 Page (Vertical): 2.375" x 4.875"

1/6 Page (Horizontal): 4.875" x 2.375"

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For the Membership Directory - TRIM SIZE - 5.5" x 8.5" (NOTE: Tabbed pages do not offer full page with bleed.)

Full Page (with bleed): 5.75" x 8.75"

Full Page (without bleed & for Tab pages): 5" x 7.5"

2/3 Page: 5" x 5"

1/2 Page: 5" x 3.625"

1/3 Page (Vertical): 2.375" x 5"

1/3 Page (Horizontal): 5" x 2.375"

1/4 Page (Vertical): 2.375" x 3.625"

1/4 Page (Horizontal): 5" x 1.687"

1/8 Page: 2.375" x 1.687"

Contact the BIA Sales and Marketing Department at 502-429-6000 for digital ad sizes and pricing.

*All measurements shown are width x height.*