FINANCIAL ADVISOR

FA

KNOWLEDGE FOR THE SOPHISTICATED ADVISOR

Month 2019

3-1/8"

10-3/4"

7-5/8"

Keep all text and logos below the red line for page 1 only—your background image is the only image that can extend beyond the red line into the upper right-hand corner. There are no placement restrictions for page 2 (other than keeping the text within the trim safety).

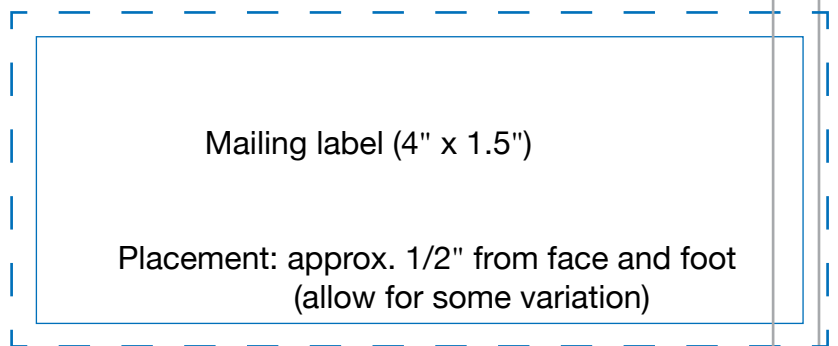Full Page False Cover Tip (2 pages- front and back)
　　　Trim Size= 8" x 10-3/4"
　　　Bleed Size= 8-1/4" x 11"
　　　Trim Safety= 1/4"
　　　100# Gloss Text Stock

- Use the FA template provided by sales rep or production
- Image/background will extend to upper righthand corner
- Logo colors can change to complement cover subject to FA approval
- Tagline and date can be knocked out of background
- Advertiser logo must appear on page 1 of the ad and cannot exceed 25% of the FA logo
- Change the month and year in the upper right-hand corner to the current issue date
- Keep any text/art that you do not want covered away from the mailing label area

Mailing label (4" x 1.5")

Placement: approx. 1/2" from face and foot
(allow for some variation)

8"