

WH // Bookazine Schedule & Specs

Theme	Ad Close	Ad Mats Due	On Sale
BOOKAZINE 1	1/17/18	1/23/18	3/06/18
BOOKAZINE 2	7/18/18	7/24/18	9/04/18
BOOKAZINE 3	10/17/18	10/23/18	12/04/18

Titles may change throughout the year.

The following information specifies the size and type of file formats, proofs and media we accept, general guidelines and contact information:

	Live Area	Trim	Bleed
PAGE	6.5" x 10"	7" x 10.5"	7.25" x 10.75"
SPREAD	13" x 10"	14" x 10.5"	14.5" x 10.75"

NOTE: Gutter allowance per page .5", total 1"

Material Requirements

Electronic advertising file delivery available at www.adshuttle.com/rodale.

Please do not send backup file on disk after posting to Ad Shuttle. E-mailing files is not acceptable.

Proof Info

Women's Health Bookazines utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you would like to purchase a confirming proof for your own internal purposes, please call QuadArm at 1-866-276-2368.

Digital File Formats

Accepted File Formats:
PDF/X-1a:2001, vers 1.3

General File Requirements: File to contain only 1 page or 1 spread. The page size must be consistent from page to page. Pages must be created to include bleed when required. All required trapping should be done prior to creating the file. Include quality control patch (color bars) outside bleed dimension. All marks (trim, bleed, center) should be included in all colors.

PDF/X-1a:2001 File Requirements: File must be PDF/X-1a:2001 Compliant. Scanned images must be high resolution (300 dpi), CMYK (no spot colors, RGB, LAB, or ICC color profiles).

Production Specs/Due Dates

For all ad specifications and material due dates contact:

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