



# AD SPECIFICATIONS

**NEW TRIM SIZE EFFECTIVE MARCH 2018**

SIZES	BLEED	TRIM	LIVE AREA
Spread.....	16.75 x 11.125"	16.5 x 10.875"	16 x 10.375"
Full Page.....	8.5 x 11.125"	8.25 x 10.875"	7.75 x 10.375"
1/3 Vertical.....	2.75 x 11.125"	2.5 x 10.875"	2 x 10.375"

**SUBMISSIONS:** Submit creative to Hearst Ad Gateway at [ads.hearst.com](http://ads.hearst.com). All files submitted must be PDF X1A print ready.

**PROOF SPECIFICATIONS:** Hearst utilizes Virtual Proofing technology at all monthly publication print facilities. Hard copy guidance is no longer required. If you opt to use a proof for internal color approval, please render at 100% size, to the SWOP 2006 #3 data set: SWOP 2006\_Coated3.

**INK SPECIFICATIONS:** 4/C process. Match colors available.

**DENSITY:** Total density should not exceed 300%.

**MARKS:** All marks (trim, bleed) should be included in all colors and must be located 1/4" (6.35 mm) from trim and not to invade the live or bleed areas.

**BINDING SPECIFICATIONS:** Perfect bound; jog to foot.

**PRINTING METHOD:** Web offset.

**GENERAL RULES:** Allow minimum 0.125" (3.175mm) on all sides for bleed ads; Reverse type or 4/C Black text smaller than 10 pt and any solid type smaller than 6 pt cannot be guaranteed for perfect registration or readability; white color objects cannot be set to overprint.

Live matter SAFETY—leave .25" from all TRIM edges. Gutter safety for TYPE—.125"-.1875" from each side of spread center.

**SHIP INSERTS TO:**

Quad/Graphics, N 11896 Hwy 175, Lomira, WI 53048  
Attn: Greg Bardele 920.269.5252

**INSERT MATERIAL EXTENSIONS OR QUESTIONS:**

Operations Account Manager:  
Julie Bosco 212.450.0977 or [Julie.Bosco@pubworx.com](mailto:Julie.Bosco@pubworx.com).

**MATERIAL EXTENSIONS OR QUESTIONS:**

Premedia Account Manager:  
Celeste Madhere 212.450.7006 or [Celeste.Madhere@pubworx.com](mailto:Celeste.Madhere@pubworx.com)