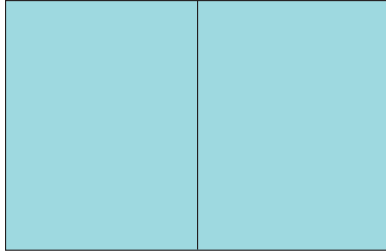


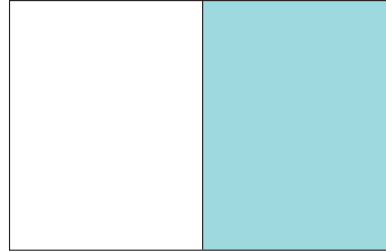
AD PRODUCTION SPECIFICATIONS

SPREAD



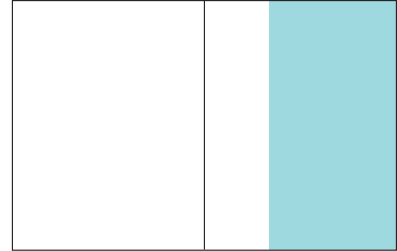
Bleed 15.75" x 10.75"
Trim 15.5" x 10.5"
Live 15" x 10"

FULL PAGE



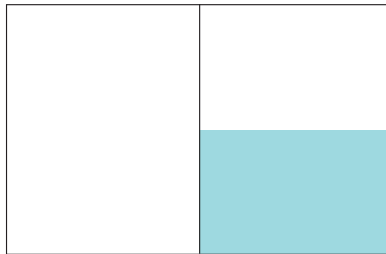
Bleed 8" x 10.75"
Trim 7.75" x 10.5"
Live 7.25" x 10"

2/3 VERTICAL



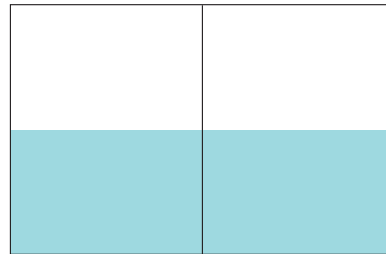
Bleed 5.25" x 10.75"
Trim 5" x 10.5"
Live 4.5" x 10"

1/2 HORIZONTAL



Bleed 8" x 5.375"
Trim 7.75" x 5.125"
Live 7.25" x 4.625"

1/2 HORIZONTAL SPREAD



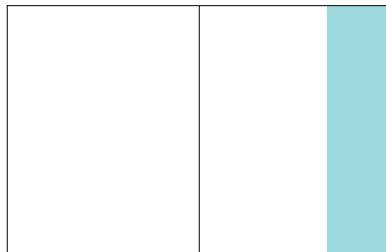
Bleed 15.75" x 5.375"
Trim 15.5" x 5.125"
Live 15" x 4.625"

1/2 VERTICAL



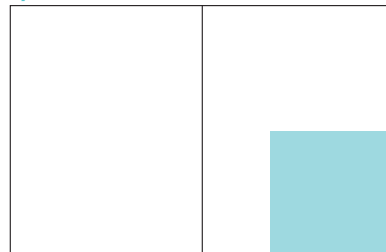
Bleed 3.875" x 10.75"
Trim 3.625" x 10.5"
Live 3.125" x 10"

1/3 VERTICAL



Bleed 2.625" x 10.75"
Trim 2.375" x 10.5"
Live 1.875" x 10"

1/3 SQUARE



Bleed 5.25" x 5.375"
Trim 5" x 5.125"
Live 4.5" x 4.625"

ACCEPTED FILE FORMATS: PDF/X-1a

For more information, please visit <http://ads.hearst.com>

- Live matter should be kept 1/4" inside from trim on all four sides
- Gutter safety should be kept 3/8" inside from trim

Direct all production inquiries, regional, national, travel, test market & shopper ads to:

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 ascarmena@blue-soho.com