



# Metropolitan Home

## AD SPECIFICATIONS

**MATERIAL EXTENSIONS**

ISABELLE RIOS  
Premedia Account Manager  
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212.450.0919

**INSERT MATERIAL EXTENSIONS OR QUESTIONS:**

JACKIE BECK  
Operations Account Manager  
Jackie.Beck@pubworx.com  
212.450.0976

AD SIZE	BLEED	TRIM	LIVE
Spread	14.75 x 9.75"	14.5 x 9.5"	14 x 9"
Full Page	7.5 x 9.75"	7.25 x 9.5"	6.75 x 9"

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

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

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

**MARKS:** All trim and bleed marks should be included in all colors and must be located .25" 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 .125" 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: .25" from all TRIM edges. Gutter safety for TYPE: .125"-.1875" from each side of spread center.