

MECHANICAL SPECS

SPACE	LIVE / NON BLEED (WIDTH X DEPTH)	BLEED (WIDTH X DEPTH)	TRIM (WIDTH X DEPTH)
2 page spread	14 ³ / ₄ " x 10"	15 ¹ / ₂ " x 10 ³ / ₄ "	15 ¹ / ₄ " x 10 ¹ / ₂ "
Full page	7 ¹ / ₈ " x 10"	7 ⁷ / ₈ " x 10 ³ / ₄ "	7 ⁵ / ₈ " x 10 ¹ / ₂ "
2/3 page vertical	4 ¹ / ₂ " 10"	5 ¹ / ₄ " x 10 ³ / ₄ "	5" x 10 ¹ / ₂ "
1/2 page, horizontal	7 ¹ / ₈ " x 4 ⁵ / ₈ "	7 ⁷ / ₈ " x 5 ³ / ₈ "	7 ⁵ / ₈ " x 5 ¹ / ₈ "
1/2 page, horizontal spread	14 ³ / ₄ " x 4 ⁵ / ₈ "	15 ¹ / ₂ " x 5 ³ / ₈ "	15 ¹ / ₄ " x 5 ¹ / ₈ "
1/3 page, vertical	1 ⁷ / ₈ " x 10"	2 ⁵ / ₈ " x 10 ³ / ₄ "	2 ³ / ₈ " x 10 ¹ / ₂ "
1/3 page, square	4 ¹ / ₂ " x 4 ⁵ / ₈ "	5 ¹ / ₄ " x 5 ³ / ₈ "	5" x 5 ¹ / ₈ "

FINAL TRIM SIZE: 7-5/8" W x 10-1/2" D

BLEED: 1/8"

BINDING METHOD: Perfect Bound

JOG POSITION: Foot

LIVE MATTER SAFETY: Leave 1/4" from all trim edges

REQUIRED FILE FORMAT: PDF X1-a File

RESOLUTION: All color and grayscale photos: 300 dpi or better (save all color art in CMYK mode)

BLACK-AND-WHITE ART: 1200 dpi or better

INK COVERAGE: Maximum coverage 320%

RICH BLACK: Avoid using rich black in small text (under 15 pt.)

SPOT COLORS: No spot colors (Pantone) should be used

For complete advertising specifications, and to submit your ads electronically, go to <http://ads.hearst.com>

For material extensions or questions, please contact **Lauren Rosato** at **212.450.0937** or lauren.rosato@pubworx.com

For supplied insert extensions or questions, please contact **Jackie Beck** at **212-450-0976** or

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