

seventeen prom

2019 SPECIFICATIONS

Space Sizes (Trim Size: 7.625" W x 10.5" H)

	Bleed	Trim	Non-Bleed
Full page	7.875" x 10.75"	7.625" x 10.5"	7.125" x 10"
Spread	15.50" x 10.75"	15.25" x 10.5"	14.75" x 10"

THE DRESS SHOP RETAIL PROGRAM (non-bleed sizes only):

1/4 page (square)	3.5" x 4.125"
1/2 page (vertical)	3.5" x 8.825"
Full page	7.125" x 8.875"

Safety requirements for bleed units: Spreads: Essential matter on spreads should be ¼" or more from center trim on either side; a total of ½" safety for gutter. All other bleed units: 1/8" bleed on all sides.

Mechanical requirements: Please go to <http://adshuttle.com/Hearst> for file format requirements, current ad close dates and link to ad transmission site Ad Shuttle. If you do not have an account, you will need to create one.

Extensions: For advertising materials extensions or questions, please contact Hector Gonzalez (hlgonzalezba@qg.com; 414-622-2810)

7/23/18