

# seventeen prom

## 2018 SPECIFICATIONS

### Space Sizes (Trim Size: 7.75" W x 10.5" H)

	Bleed	Trim	Non-Bleed
Full page	8" x 10.75"	7.75" x 10.5"	7.25" x 10"
Spread	15.75" x 10.75"	15.50" x 10.75"	15" 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"
1/2 page (horizontal)	7.25" x 4.125"
Full page	7.25" 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, contact Lauren Rosato at 212-450-0937 or [lauren.rosato@pubworx.com](mailto:lauren.rosato@pubworx.com).