

# TOWN&COUNTRY

## 2018 MECHANICAL REQUIREMENTS

<b>TRIM SIZE:</b>	8.75" W x 10.875" H
<b>SAFETY FROM TRIM:</b>	0.25"
<b>BLEED:</b>	0.125"
<b>BINDING:</b>	Perfect Bound
<b>COVER STOCK:</b>	123#
<b>BODY STOCK:</b>	43#
<b>JOG POSITION:</b>	Foot
<b>LINE SCREEN:</b>	133

\*Live matter should be kept 1/4" inside from trim on all four sides.  
Essential matter on spreads should be 1/4" or more from center trim on either side; a total of 1/2" safety for gutter.

	BLEED	TRIM	LIVE/NON-BLEED
<b>SPREAD</b>	17.75" x 11.125"	17.5" x 10.875"	17" x 10.375"
<b>FULL PAGE</b>	9" x 11.125"	8.75" x 10.875"	8.25" x 10.375"
<b>1/2 PAGE VERTICAL</b>	4.5" x 11.125"	4.25" x 10.875"	3.75" x 10.375"
<b>2/3 PAGE VERTICAL</b>	6" x 11.125"	5.75" x 10.875"	5.25" x 10.375"
<b>1/3 PAGE VERTICAL</b>	3" x 11.125"	2.75" x 10.875"	2.25" x 10.375"
<b>1/2 PAGE HORIZONTAL</b>	9" x 5.5"	8.75" x 5.25"	8.25" x 4.75"
<b>1/2 PAGE HORIZONTAL SPREAD</b>	17.75" x 5.5"	17.75" x 5.25"	17" x 4.75"
<b>1/3 PAGE SQUARE</b>	6" x 5.5"	5.75" x 5.25"	5.25" x 4.75"

### PRODUCTION CONTACTS

For ad specs, material extensions, and all other production-related questions, please contact: Anne Leonard, PreMedia Director: Anne.Leonard@Pubworx.com, 212-450-0906

To submit your ads electronically, go to [adshuttle.com/Hearst](http://adshuttle.com/Hearst)

### SEND ALL SUPPLIED INSERTS TO:

Quad Printing, 2300 Brown Avenue, Waseca, MN 56093  
Attn: Terra Lamont