



AD SPECIFICATIONS

NEW TRIM SIZE EFFECTIVE MARCH/APRIL 2018

AD SIZE	BLEED	TRIM	LIVE
Spread	16.75 x 11.125"	16.5 x 10.875"	16. x 10.375"
Full Page	8.5 x 11.125"	8.25 x 10.875"	7.75 x 10.375"
2/3 Page	5.625 x 11.125"	5.375 x 10.875"	4.875 x 10.375"
1/2 Page Vertical	4.25 x 11.125"	4 x 10.875"	3.5 x 10.375"
1/2 Page Horizontal	8.5 x 5.5"	8.25 x 5.25"	7.75 x 4.75"
1/3 Page Vertical	2.75 x 11.125"	2.5 x 10.875"	2 x 10.375"
1/3 Page Square	5.625 x 5.5"	5.375 x 5.25"	4.875 x 4.75"
1/4 Page Square	4.25 x 5.5"	4 x 5.25"	3.5 x 4.75"

SUBMISSIONS: Submit creative to Hearst Ad Gateway at 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.

MATERIAL EXTENSIONS:

Premedia Account Manager: Lauren Rosato
212.450.0937 or Lauren.Rosato@pubworx.com

INSERT MATERIAL EXTENSIONS OR QUESTIONS:

Operations Account Manager: Jackie Beck
212.450.0976 or Jackie.Beck@pubworx.com