

WH Advertising Specs

| | Bleed | Live Area | Trim |
|------------------------------|-------------------------|-------------------------|-------------------------|
| FULL PAGE | 8.25" x 11.125" | 7.5" x 10.375" | 8" x 10.875" |
| SPREAD | 16.5" x 11.125" | 15.5" x 10.375" | 16" x 10.875" |
| 1/2 HORIZONTAL | 8.25" x 5.5" | 7.5" x 4.75" | 8" x 5.25" |
| 1/2 HORIZONTAL SPREAD | 16.5" x 5.5" | 15.5" x 4.75" | 16" x 5.25" |
| 2/3 VERTICAL | 5.25" x 11.125" | 4.5" x 10.375" | 5" x 10.875" |
| 1/2 VERTICAL | 4.125" x 11.125" | 3.375" x 10.375" | 3.875" x 10.875" |
| 1/3 VERTICAL | 3" x 11.125" | 2.25" x 10.375" | 2.75" x 10.875" |

MAGAZINE TRIM SIZE: 8" x 10.875"

LINE SCREEN: 150

SAFETY: Keep live matter **1/4"** from trim and gutter

Material Requirements

Electronic advertising file delivery available at **www.adshuttle.com/rodale**. Please do not send backup file on disk after posting to Ad Shuttle. E-mailing files is not acceptable.

Digital File Formats

Accepted File Formats:

PDF/X-1a:2001, vers 1.3

General File Requirements: File to contain only 1 page or 1 spread. The page size must be consistent from page to page. Pages must be created to include bleed when required. All required trapping should be done prior to creating the file. Include quality control patch (color bars) outside bleed dimension. All marks (trim, bleed, center) should be included in all colors.

PDF/X-1a:2001 File Requirements: File must be PDF/X-1a:2001 Compliant. Scanned images must be high resolution (300 dpi), CMYK (no spot colors, RGB, LAB, or ICC color profiles).

Proof Info

Women's Health utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you would like to purchase a confirming proof for your own internal purposes, please call QuadArm at 1-866-276-2368.

Production Costs

The 15% commission will be forfeited if we produce your ad or re-create your digital file to meet press compliance.

Digital Editions

National print advertisers are automatically opted in to all digital editions. Should an advertiser wish to opt out, it should be noted on their Insertion Order. No new materials are required for digital editions. For all standard units, we will utilize the original supplied files straight from print.

Production Specs/Due Dates

For all ad specifications and material due dates contact:

Kim Gallagher

P 610.967.7695

E kagallagher@qq.com