

AD SPECIFICATIONS



SIZES	BLEED	TRIM	LIVE AREA
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"
1/3 Vertical.....	2.75 x 11.125"	2.5 x 10.875"	2 x 10.375"

SUBMISSIONS: Submit creative to Hearst Ad Gateway at www.adshuttle.com/hearst
All files submitted must be PDF X1A print ready.

PROOF SPECIFICATIONS: Hearst utilizes Virtual Proofing technology at all monthly publication print facilities. Hard copy guidance is no longer required. If you opt to use a proof for internal color approval, please render at 100% size, to the SWOP 2006 #3 data set: SWOP 2006_Coated3.

INK SPECIFICATIONS: 4/C process. Match colors available.

DENSITY: Total density should not exceed 300%.

MARKS: All marks (trim, bleed) should be included in all colors and must be located 1/4" (6.35 mm) 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 minimum 0.125" (3.175mm) 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—leave .25" from all TRIM edges.

SHIP INSERTS TO:

Quad/Graphics, N 11896 Hwy 175, Lomira, WI 53048
Attn: Susan Weinberger 414-208-2755 or sweinberger@quad.com

INSERT MATERIAL EXTENSIONS OR QUESTIONS:

Operations Account Manager:
David Brickey 305-859-0159 or david.brickey@pubworx.com.

MATERIAL EXTENSIONS OR QUESTIONS:

Judy Braunstein 212.649.7296 or JBraunstein@hearst.com