



## 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](http://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.

Gutter safety for TYPE—.125"-.1875" from each side of spread center.

### SHIP INSERTS TO:

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

### INSERT MATERIAL EXTENSIONS OR QUESTIONS:

Operations Account Manager:  
David Brickey 305-859-0159 or [david.brickey@pubworx.com](mailto:david.brickey@pubworx.com).