

## HEARST DIRECT MEDIA ▲ PM MARKETPLACE

SPACE	MECHANICAL SPECIFICATIONS	RATES
1/3 page, square	4.625" x 4.75"	\$23,036
1/3 page, vertical	2.25" x 10"	\$23,036
1/6 page	2.25" x 4.75"	\$12,220
4"	2.25" x 4"	\$10,394
3"	2.25" x 3"	\$7,810
1/12 page	2.25" x 2.5"	\$6,408
2"	2.25" x 2"	\$5,185
1.5"	2.25" x 1.5"	\$4,120
1"	2.25" x 2"	\$2,754

**EFFECTIVE:** February 2016 issue

**CIRCULATION:** 1,200,000

**NOTE:** All rates are gross

For more information, please contact **John Stankewitz** at 212-649-4201 or [jstankewitz@hearst.com](mailto:jstankewitz@hearst.com)

**REQUIRED FILE FORMAT:** PDFX1-a File

**RESOLUTION:** All color and grayscale photos: 300 dpi or better (save all color art in CMYK mode)

**BLACK AND WHITE ART:** 1200 dpi or better

**INK COVERAGE:** Maximum coverage 320%

**RICH BLACK:** Avoid using rich black in small text (under 15 pt.)

**SPOT COLORS:** No spot colors (pantone) should be used.

For complete advertising specifications, and to submit your ads electronically, go to <http://ads.hearst.com>

For material extensions or questions, please contact **Celeste Madhere** at 212-649-3631 or [cmadhere@hearst.com](mailto:cmadhere@hearst.com)

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