

MECHANICAL SPECIFICATIONS ▲

SPACE	LIVE / NON BLEED (WIDTH X DEPTH)	BLEED (WIDTH X DEPTH)	TRIM (WIDTH X DEPTH)
2 page spread	15" x 10" 15 x 10	15 3/4" x 10 3/4" 15.75 x 10.75	15 1/2" x 10 1/2" 15.5 x 10.5
Full page	7 1/4" x 10" 7.25 x 10	8" x 10 3/4" 8 x 10.75	7 3/4" x 10 1/2" 7.75 x 10.5
2/3 page vertical	4 1/2" x 10" 4.5 x 10	5 1/4" x 10 3/4" 5.25 x 10.75	5" x 10 1/2" 5 x 10.5
1/2 page horiz. spread	15" x 4 5/8" 15 x 4.625	15 3/4" x 5 3/8" 15.75 x 5.375	15 1/2" x 5 1/8" 15.5 x 5.125
1/2 page, horizontal	7 1/4" x 4 5/8" 7.25 x 4.625	8" x 5 3/8" 8 x 5.375	7 3/4" x 5 1/8" 7.75 x 5.125
1/2 page, vertical	3 1/4" x 10" 3.25 x 10	4" x 10 3/4" 4 x 10.75	3 3/4" x 10 1/2" 3.75 x 10.5
1/2 page, digest	4 1/2" x 7" 4.5 x 7	5 1/4" x 7 3/4" 5.25 x 7.75	5" x 7 1/2" 5 x 7.5
1/3 page, vertical	2" x 10" 2 x 10	2 3/4" x 10 3/4" 2.75 x 10.75	2 1/2" x 10 1/2" 2.5 x 10.5
1/3 page, square	4 1/2" x 4 5/8" 4.5 x 4.625	5 1/4" x 5 3/8" 5.25 x 5.375	5" x 5 1/8" 5 x 5.125

Final Trim Size: 7-3/4" W x 10-1/2" D

Bleed: 1/8"

Binding Method: Perfect Bound

Jog Position: Foot

Live Matter Safety: Leave 1/4" from all trim edges

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

For supplied insert extensions or questions, please contact **Lynn Scaglione** at 212.649.3628 or loscaglione@hearst.com