

MECHANICAL SPECS

SPACE	LIVE / NON BLEED (WIDTH X DEPTH)	BLEED (WIDTH X DEPTH)	TRIM (WIDTH X DEPTH)
2 PAGE SPREAD	13 ½" x 9 ½"	14" x 10 ¼"	14" x 10"
FULL PAGE	6 ½" x 9 ½"	7 ¼" x 10 ¼"	7" x 10"
2/3 PAGE VERTICAL	4" x 9 ½"	4 ¾" x 10 ¼"	4 ½" x 10"
1/2 PAGE HORIZONTAL	6 ½" x 4 ¾"	7 ¼" x 5 ½"	7" x 4 ¾"
1/2 PAGE HORIZONTAL SPREAD	13 ½" x 4 ¾"	14 ¼" x 5 ½"	14" x 4 ¾"
1/3 PAGE VERTICAL	1 ¾" x 9 ½"	2 ½" x 10 ¼"	2 ¼" x 10"
1/3 PAGE SQUARE	4" x 4 ¾"	4 ¾" x 5 ½"	4 ½" x 4 ¾"

FINAL TRIM SIZE: 7" W x 10" D

BLEED: 1/8"

BINDING METHOD: Perfect Bound

JOG POSITION: Foot

LIVE MATTER SAFETY: Leave 1/4"
from all trim edges

REQUIRED FILE FORMAT: PDF X1-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](http://ads.hearst.com)

For material extensions or
questions, please contact
TALINA BUJDUD CERVANTES AT
414-622-2889 OR
TBUJDUDCERVA@QUAD.COM

For supplied insert extensions
or questions, please contact
DAVID BRICKEY AT
305-859-0159 OR
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**POPULAR
MECHANICS**