

MECHANICAL SPECS

SPACE	LIVE / NON BLEED (WIDTH X HEIGHT)	BLEED (WIDTH X HEIGHT)	TRIM (WIDTH X HEIGHT)
2 Page Spread	13 1/2" X 9 1/2"	14 1/4" X 10 1/4"	14" X 10"
Full Page	6 1/2" X 9 1/2"	7 1/4" X 10 1/4"	7" X 10"
2/3 Page Vertical	4" X 9 1/2"	4 3/4" X 10 1/4"	4 1/2" X 10"
1/2 Page Horizontal	6 1/2" X 4 1/2"	7 1/4" X 5 1/4"	7" X 5"
1/2 Page Horizontal Spread	13 1/2" X 4 1/2"	14 1/4" X 5 1/4"	14" X 5"
1/3 Page Vertical	1 3/4" X 9 1/2"	2 1/2" X 10 1/4"	2 1/4" X 10"
1/3 Page Square	4" X 4 1/2"	4 3/4" X 5 1/4"	4 1/2" X 5"

For complete advertising specifications, and to submit your ads electronically, go to WWW.ADSHUTTLE.COM/HEARST

For material extensions or questions, please contact
YAZMIN ALONSO
414-622-2875
YIALONSO@QUAD.COM

For supplied insert extensions or questions, please contact
CHRIS HERTWIG AT
305-859-0088 OR
CHRIS.HERTWIG@PWX SOLUTIONS.COM

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.)