



MECHANICAL SPECIFICATIONS 2018

SPACE	LIVE / NONBLEED (WIDTH X DEPTH)	BLEED (WIDTH X DEPTH)	TRIM (WIDTH X DEPTH)
2 Page Spread	15 1/2" X 10 3/8"	16 1/4" X 11 1/8"	16" X 10 7/8"
Full Page	7 1/2" X 10 3/8"	8 1/4" X 11 1/8"	8" X 10 7/8"
2/3 Page Vertical	4 3/4" X 10 3/8"	5 1/2" X 11 1/8"	5 1/4" X 10 7/8"
1/2 Page Horizontal Spread	15 1/2" X 4 3/4"	16 1/4" X 5 1/2"	16" X 5 1/4"
1/2 Page Horizontal	7 1/2" X 4 3/4"	8 1/4" X 5 1/2"	8" X 5 1/4"
1/3 Page Vertical	2" X 10 3/8"	2 3/4" X 11 1/8"	2 1/2" X 10 7/8"
1/3 Page Square	4 3/4" X 4 3/4"	5 1/2" X 5 1/2"	5 1/4" X 5 1/4"

Final Trim Size: 8" W X 10 7/8" 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>.

For material extensions or questions, please contact **Talina Bujdud Cervantes** at **414.622.2889** or **TBujdudCerva@gg.com**.

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