



MECHANICAL SPECIFICATIONS 2019

| 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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