



MECHANICAL SPECIFICATIONS 2017

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

Final Trim Size: 8-1/8" 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 **Zachary Smith** at **212.450.7110** or Zachary.Smith@pubworx.com

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