



HEARST DIRECT MEDIA 2017 FINISH LINE MARKETPLACE

SPACE	MECHANICAL SPECIFICATIONS	RATES
1/6 page vertical	2.25" W X 4.75" H	\$9,275

EFFECTIVE: February 2017 issue

CIRCULATION: 600,000

NOTE: All rates are gross

For more information, please contact Megan James at 212-649-4206 or meganjames@hearst.com

REQUIRED FILE FORMAT: PDFX1-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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