

VERANDA

TRIM SIZE



AD SIZE	BLEED	TRIM	LIVE
Spread.....	17.75 x 11.125"	17.5 x 10.875"	17 x 10.375"
Full Page	9 x 11.125"	8.75 x 10.875"	8.25 x 10.375"
1/2 Page Vertical	4.5" X 10.875"	4.25" X 10.875"	3.75 x 10.375"
1/2 Page Horizontal ...	9 x 5.5"	8.75 x 5.25"	8.25 x 4.75"
1/3 Page Vertical	2.75 x 11.125"	2.5 x 10.875"	2 x 10.375"

SUBMISSIONS: Submit creative to Hearst Ad Gateway at ads.hearst.com. All files submitted must be PDF X1A print ready.

INK SPECIFICATIONS: 4/C process. Match colors available.

DENSITY: Total density should not exceed 300%.

MARKS: All trim and bleed marks should be included in all colors and must be located .25" from trim and not to invade the live or bleed areas.

BINDING SPECS: Perfect bound; jog to foot.

PRINTING METHOD: Web offset.

GENERAL RULES: Allow .125" on all sides for bleed ads. Reverse type or 4/C black text smaller than 10 pt and any solid type smaller than 6 pt cannot be guaranteed for perfect registration or readability. White color objects cannot be set to overprint.

LIVE MATTER: Safety: .25" from all TRIM edges.
Gutter safety for TYPE: .125"-.1875" from each side of spread center.

MATERIAL EXTENSIONS: Hector Gonzalez at hlgonzalezba@quad.com or 414-622-2810

INSERT MATERIAL EXTENSIONS/QUESTIONS

Contact David Brickey at David.Brickey@pwxsolutions.com or 305-859-0159