



TRIM SIZE

AD SIZE	BLEED	TRIM	LIVE
Spread.....	16.75 x 11.125" . .	16.5 x 10.875"....	16. x 10.375"
Full Page	8.5 x 11.125" . . .	8.25 x 10.875"....	7.75 x 10.375"
² / ₃ Page	5.625 x 11.125" . .	5.375 x 10.875"....	4.875 x 10.375"
¹ / ₂ Page Vertical	4.25 x 11.125" . . .	4 x 10.875".....	3.5 x 10.375"
¹ / ₂ Page Horizontal ...	8.5 x 5.5"	8.25 x 5.25".....	7.75 x 4.75"
¹ / ₃ Page Vertical	2.75 x 11.125" . . .	2.5 x 10.875".....	2 x 10.375"
¹ / ₃ Page Square	5.625 x 5.5"	5.375 x 5.25	4.875 x 4.75"
¹ / ₄ Page Square	4.25 x 5.5"	4 x 5.25".....	3.5 x 4.75"

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: Contact Jose Escalante at 414.622.2817 or jaescalanteo@quad.com

INSERT MATERIAL EXTENSIONS/QUESTIONS

Contact your VERANDA Sales Representative or Associate Publisher David Hamilton at 212.649.7298 or DavidHamilton@hearst.com