

# 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](https://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](mailto:hlgonzalezba@quad.com) or 414-622-2810

## INSERT MATERIAL EXTENSIONS/QUESTIONS

Contact David Brickey at [David.Brickey@pwxolutions.com](mailto:David.Brickey@pwxolutions.com) or 305-859-0159