



## Hearst Direct Media 2017 CD Marketplace

SPACE	MECHANICAL SPECIFICATIONS	RATES
1/6 page vertical	2.25" W x 4.75" H	\$12,580

**EFFECTIVE:** February 2017 issue

**CIRCULATION:** 1,200,000

**NOTE:** All rates reflect gross rates

For more information, please contact Megan James at 212-649-4206 or [meganjames@hearst.com](mailto: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](mailto:zachary.smith@pubworx.com)

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