

Mechanical Specifications 2018

| SPACE | BLEED (WIDTH X DEPTH) | TRIM (WIDTH X DEPTH) | LIVE/NONBLEED (WIDTH X DEPTH) |
|-----------------------|--------------------------|-------------------------|----------------------------------|
| Spread | 15 1/4" x 10 3/4" | 15" x 10 1/2" | 14 1/2" x 10" |
| Full page | 7 3/4" x 10 3/4" | 7 1/2" x 10 1/2" | 7" x 10" |
| 2/3 vertical | 5 1/8" x 10 3/4" | 4 7/8" x 10 1/2" | 4 3/8" x 10" |
| 1/2 horizontal | 7 3/4" x 5 3/8" | 7 1/2" x 5 1/8" | 7" x 4 5/8" |
| 1/2 horizontal spread | 15 1/4" x 5 3/8" | 15" x 5 1/8" | 14 1/2" x 4 5/8" |
| 1/3 vertical | 2 1/2" x 10 3/4" | 2 1/4" x 10 1/2" | 1 3/4" x 10" |
| 1/3 square | 5 1/8" x 5 3/8" | 4 7/8" x 5 1/8" | 4 3/8" x 4 5/8" |

Final Trim Size: 7 1/2" W x 10 1/2" D

Bleed: 1/8"

Binding Method: Perfect Bound

Jog Position: Foot

Live Matter Safety – leave 1/4" from all Trim edges

REQUIRED FILE FORMAT: PDF X1-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 **Talina Bujdud Cervantes** at **414.622.2889** or **TBujdudCerva@qg.com**.

For supplied insert extensions or questions, please contact **Chris Hertwig** at **305.859.0088** or **Chris.hertwig@pubworx.com**.