

MAGAZINE ADVERTISING SPECS (including full-size Newsstand Specials & Bookazines)

Single Page

Trim Size 7.875" w x 10.50" h
Bleed Size 8.125" w x h 10.75" h
Safety Size 7.125" w x 9.75" h

***Please offset ALL crop and printer marks on ad file by .125"

Digital File Specs

- Follow SWOP standards for all ad material
- Total density should not exceed SWOP, which is 300%
- Files should comply with SWOP standards between 200-400 dpi. Line Work at 2400 dpi
- Images for 4/C ads must be submitted as final high resolution CMYK files. No RGB or spot colors
- PDF X1-A file format
- Please note- file should be printed to a postscript and then distill postscript file using Acrobat Distiller
- DO NOT just export a PDF from original file (i.e.: Quark, InDesign, Illustrator, etc)
- Spec sheets available on request
- Ads created in Microsoft Word, Publisher, PowerPoint or any other word processing program WILL NOT be accepted

Proof Specs

- We recommend contract proofs that conform to SWOP standards
- Non-halftone proofs such as Iris and Digital Waterproof are also acceptable (when calibrated to SWOP standards)
- A label sheet specifying the type of proofing device should accompany each proof, along with the name and phone number of a contact person
- The proof should include a color bar generated from digital data
- The proof should be generated from the same file supplied

Acceptable Media

CD-ROM
DVD-R

Send Materials to:

Lynn Burnside
Taste of Home Media Group
5400 S. 60th Street
Greendale, WI 53129
414.423.3874
Lynn_Burnside@rd.com

Return of Supplied Materials

Should the advertiser require the return of any of these materials, please send your request, in writing, with your material submission. Allow four weeks from the printing date. Materials will be returned via the most cost-efficient, traceable method.



Digest-Sized ADVERTISING SPECS

Single Page

Trim Size 5.25" w x 7.75" h

Bleed Size 5.50" w x 8.0" h

Safety Size 5.0" w x 7.50" h

* Please offset all crop and printer marks by .125"

Digital File Specs

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- Images for 4/C ads must be submitted as final high resolution CMYK files. No RGB or spot colors
- PDF X1-A file format
- Please note- file should be printed to a postscript and then distill postscript file using Acrobat Distiller
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Proof Specs

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- A label sheet specifying the type of proofing device should accompany each proof, along with the name and phone number of a contact person
- The proof should include a color bar generated from digital data
- The proof should be generated from the same file supplied

Acceptable Media

- CD-ROM
- DVD-R

Send Materials to:

RDA- Milwaukee

Lynn Burnside

5400 S 60th St

Greendale, WI 53129

Ph: 414-423-3874

Email: Lynn_Burnside@rd.com



Bonus Book ADVERTISING SPECS

2-sided vertical (portrait) presentation recommended

4C Bleed

Bleed Size 5.25”w x 7.25”h

Trim Size 5.0” w x 7.0” h

Live Area 4.50”w x 6.50” h

* Please offset all crop and printer marks by .125”

Please note: Page numbers will be added to the bottom face corner of each page. If you have a dark background in those areas, we may need to create a small white circle in which to place the page number.

All files must be accompanied by a SWOP proof made from the supplied file. The proof must also contain color bars.

Digital File Specs

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- PDF X1-A file format
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- DO NOT just export a PDF from original file (i.e.: Quark, InDesign, Illustrator, etc)
- Spec sheets available on request
- Ads created in Microsoft Word, Publisher, PowerPoint or any other word processing program WILL NOT be accepted

Send Files and Proofs, or direct any questions, to the attention of:

Lynn Burnside
Taste of Home Media Group
5400 S. 60th Street
Greendale, WI 53129
414.423.3874