

Ad Specifications & Mechanical Requirements

<u>Space</u>	<u>Non Bleed</u>	<u>Bleed</u>	<u>Trim</u>	<u>Live Matter</u>
Spread	15" x 10"	15.75" x 10.75"	15.50" x 10.50"	14.75" x 9.75"
Full Page	7" x 10"	8.0" x 10.75"	7.75" x 10.50"	7.0" x 9.75"
2/3 Vertical	4.50" x 10"	5.416" x 10.75"	5.16" x 10.50"	4.41" x 9.75"
1/2 Horizontal Spread	15" x 4.75"	15.75" x 5.375"	15.50" x 5.125"	14.75" x 4.375"
1/2 Horizontal	7" x 4.75"	8.0" x 5.375"	7.75" x 5.125"	7.0" x 4.375"
1/3 Horizontal Spread	15" x 3"	15.75" x 3.58"	15.50" x 3.33"	14.75" x 2.58"
1/3 Horizontal	7" x 3"	8" x 3.58"	7.75" x 3.33"	7.0" x 2.58"
Third Vertical	2.125" x 10"	2.83" x 10.75"	2.58" x 10.50"	2.0" x 9.75"
Digest Sized Special	4.50" x 6.75"	5.50" x 8.0"	5.25" x 7.75"	4.50" x 7.0"
Bonus Book	4.50" x 6.5"	5.25" x 7.25"	5.0" x 7.0"	4.50" x 6.5"

Digital Specs

- **Required File Format: PDF XI-A**
- Offset all crop marks .125"
- Keep live matter 3/16" from trim on all sides
- Allow 3/16" safety at gutter of each page for type running across gutter -Perfect alignment of type across gutter of two facing pages cannot be guaranteed
- Follow SWOP for all materials
- 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. Pantone and RGB colors will cause the file to be rejected and we will ask for a replacement file from you
- Please note- file should be printed to a postscript and then distill postscript file using Acrobat Distiller- Spec sheets available upon request
- Magazine jogs to the foot and is saddle stitched

Proof Specs

- Provide (1) SWOP-approved contract proof and (1) laser created from the file being submitted
- Contract proof may be Kodak Approval, CREO spectrum IRIS digital or Digital Waterproof
- Proof must meet all SWOP specifications and must include a 6mm 5%, 25%, 75% and 100% CMYK patch strip for quality color
- A label sheet specifying the type of proofing device should accompany each proof, along with the name and phone number of the contact person

Acceptable Media

- CD/DVD-R

Send Materials to:

Taste of Home Media Group
Attn: Lynn Burnside, 5400 S 60th St, Greendale, WI 53129
414-423-3874