

MAGAZINE ADVERTISING SPECS

Half Page Spread Bleed

Bleed Size: 15.875" w x 5.375" h
Trim Size: 15.625" w x 5.25" h
Safety Size: 15.375" w x 5.0" h

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

***** Please keep all live material (type) 1/4" on either side of the gutter**

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-half-tone 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

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.