

# 2020 SPECS

## PRINT ADS

ISSUE	J/F'20	M/A	M/J	J/A	S/O	N/D	J/F'21
Space close	11/12	1/7	3/10	5/12	7/7	9/8	11/10
Materials Due	11/26	1/23	3/26	5/28	7/23	9/24	11/24
On Sale	12/31	2/25	4/28	6/30	8/25	10/29	12/29

UNIT SIZE	LIVE AREA WIDTH X HEIGHT	TRIM WIDTH X HEIGHT	BLEED WIDTH X HEIGHT
<b>SPREAD*</b>	15" x 9.5"	16" x 10.5"	16.5" x 11.0"
<b>1/2 HORIZONTAL SPREAD*</b>	14.75" x 4.41"	15" x 4.66"	N/A
<b>FULL PAGE</b>	7.0" x 9.5"	8" x 10.5"	8.5" x 11"
<b>2/3 PAGE</b>	4.36" x 9.25"	4.61" x 9.5"	N/A
<b>1/2 PAGE VERTICAL</b>	3.16" x 9.25"	3.41" x 9.5"	N/A
<b>1/2 PAGE HORIZONTAL</b>	6.75" x 4.41"	7.0" x 4.66"	N/A
<b>1/3 PAGE VERTICAL</b>	1.97" x 9.3"	2.22" x 9.55"	N/A
<b>1/3 PAGE SQUARE</b>	4.36" x 4.41"	4.61" x 4.66"	N/A
<b>1/4 PAGE</b>	3.16" x 4.41"	3.41" x 4.66"	N/A

\*Please allow .375" in the center of artwork for gutter

## DISPLAY ADS

AD NAME	DIMENSION	SIZE	DEVICE
<b>BILLBOARD</b>	970 x 250	100k max	Desktop   Tablet
<b>LEADERBOARD</b>	728 x 90	100k max	Desktop   Tablet
<b>HALF PAGE</b>	300 x 600	100k max	Desktop   Tablet
<b>MEDIUM BOX</b>	300 x 250	100k max	Desktop   Tablet   Mobile
<b>MOBILE LEADERBOARD</b>	300 x 50 or 320 x 50	60k max	Mobile

**ACCEPTED FORMATS**  
jpg, .gif, 3rd party tags

**ANIMATION**  
15 animation or 3 loops

**SERVING/TRACKING OPTIONS**  
Site served or third party served  
Advertiser can send 1x1s or UTM codes for tracking if site served

**PLACEMENT NOTES**  
Any creative not to spec will be rejected and may impact start date  
Minimal animation performs better than animation-heavy mobile creative

## DIGITAL EDITION SPECS

To ensure that all URLs in ads remain active in digital edition, embed URLs as fonts—not as images. When the ad is being designed, DO NOT convert the URL text to paths or it will no longer be an active link.

## PRODUCTION CONTACT

**Heather Arnold**

Director of Production and Circulation  
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## ACCEPTED FILES

- › Adobe PDF/X1-a files created CMYK; all images embedded
- › Adobe InDesign files with all images and fonts included
- › Adobe Illustrator files with all images included or embedded and fonts included or converted to outlines
- › Adobe Photoshop EPS and TIFF files with layers flattened

## COLOR ADS

- › CMYK
- › Minimum 266 dpi
- › 133 line screen
- › Best black build: 30c, 30m, 30y, 100k
- › Remove all color management profiles

## OPTIONAL PROOFS

All files may be accompanied by a proof created directly from the supplied digital file at 100% size and to SWOP standards.

## ACCEPTABLE PROOFS

- › Contract proof (Matchprint or Kodak approval)
- › Rainbow proof
- › Iris proof

Color fidelity or content on press cannot be guaranteed if a contract proof is not supplied with your files.

A make-good cannot be considered if an acceptable proof is not supplied.

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