

# ADVERTISING SPECS



## DIGITAL AD SPECIFICATIONS & MECHANICAL REQUIREMENTS

### SHIP ALL MATERIAL TO:

ELLE DECOR Production Department  
43rd floor, 1633 Broadway, NY, NY 10019

Note: All electronic data will be held for one year from date of last insertion and all media will be destroyed after three months unless directed otherwise.

### FOR ASSISTANCE CALL:

PRODUCTION MANAGER: Edmond Barredo - 212.767.6703 or  
ebarredo@hfmus.com - Fax: 212.767.5603

### ACCEPTABLE FILE FORMAT:

PDF/X-1a—which means that it conforms to PDF version 1.3 (Acrobat 4); it has an output resolution of 2400 dpi; it is composite CYMK; it uses high-quality JPEG or lossless Zip compression; resolution for color and grayscale images is 300 dpi; resolution for monochrome images is 1200 dpi; and fonts are embedded and subsetted 100%; as well as other characteristics. This format is acceptable for full or partial pages. Trapping is the responsibility of the file provider. Further information about PDF-X1a can be found at [www.pdf-x.com](http://www.pdf-x.com).

### UNACCEPTABLE FILE FORMATS:

Other file types—such as Postscript, TIFF, TIFF/IT, EPS, native Photoshop files or other native application files such as Quark, InDesign, Pagemaker, Illustrator, Freehand, etc.—are unacceptable because they introduce many possibilities for error.

### PROOF SPECIFICATIONS:

Kodak Approval; Imation Matchprint Digital Halftone; or other SWOP certified contract proof. All contract proofs must be made according to SWOP standards including color bars. Proofs that do not meet SWOP criteria will be used for color break only. Information on SWOP standards can be found at [www.swop.org](http://www.swop.org). IN ADDITION, please supply two content (laser) proofs which are an identical match to the furnished file. Note: This will allow HFM to ensure content integrity.

### ACCEPTABLE MEDIA:

CD; MASS TRANSIT FTP. FTP guest instructions will be emailed to you upon request. Your files can be sent to us within minutes. Note: A Contract proof must follow the next business day.

**INK SPECIFICATIONS:** 4/C process. Match colors available.

**BINDING SPECIFICATIONS:** Perfect bound; jog to foot.

**PRINTING METHOD:** Web offset.

**FOR SUPPLIED INSERT INFO CALL:** Edmond Barredo - 212.767.6703

Note: Since out-of-specification material could negatively impact the quality of reproduction, all advertising material furnished out-of-specifications will result in an additional charge of \$150.00. All original disks will be destroyed after production cycle unless otherwise requested. To assist our advertisers in creating PDF ads to spec, the HFM PDF Ad Kit is available upon request for both the Mac and Windows OS.

(all sizes are width x depth)	NON-BLEED	BLEED	TRIM SIZE
Full Page - Inches	7 5/16" x 10"	9 1/4" x 11 1/8"	9" x 10 7/8"
2/3 Pg Vert, 2 Col	4 5/8" x 10"	5 5/16" x 11 1/8"	5 3/16" x 10 7/8"
1/2 Pg Horiz, 3 Col	7 5/16" x 4 7/8"	9 1/4" x 5 9/16"	9" x 5 5/16"
1/2 Pg Vert, 1-1/2 Col	4" x 10"	Regional only x	—
1/2 Pg Digest	4 5/8" x 7 3/4"	5 5/16" x 8 3/8"	5 3/16" x 7 15/16"
1/3 Pg Square, 2 Col	4 5/8" x 4 7/8"	5 7/16" x 5 9/16"	5 3/16" x 5 5/16"
1/3 Pg Vert, 1 Col	2 5/16" x 10"	3 5/16" x 11 1/8"	3" x 10 7/8"
1/4 Pg Vert	4" x 4 7/8"	Regional only x	—
1/6 Pg Vert	2 5/16" x 4 7/8"	—	—
2 Pg Spread	16 1/4" x 10"	18 1/2" x 11 1/8"	18" x 10 7/8"
1/2 Horiz Spread	16 1/4" x 4 7/8"	18 1/2" x 5 9/16"	18" x 5 5/16"
Full Page - Centimeters	18.5cm x 25.4cm	23.5cm x 28.3cm	23.0cm x 27.6cm
2/3 Pg Vert, 2 Col	11.7cm x 25.4cm	12.6cm x 28.3cm	12.2cm x 27.6cm
1/2 Pg Horiz, 3 Col	18.5cm x 12.4cm	23.5cm x 14.1cm	23.0cm x 12.6cm
1/2 Pg Vert, 1-1/2 Col	10.1cm x 25.4cm	Regional only x	—
1/2 Pg Digest	11.7cm x 19.6cm	12.6cm x 21.1cm	12.2cm x 20.1cm
1/3 Pg Square, 2 Col	11.7cm x 12.4cm	12.6cm x 14.1cm	12.2cm x 20.1cm
1/3 Pg Vert, 1 Col	5.8cm x 25.4cm	7.7cm x 28.3cm	7.4cm x 27.6cm
1/4 Pg Vert	10.1cm x 12.4cm	Regional only x	—
1/6 Pg Vert	5.8cm x 12.4cm	—	—
2 Pg Spread	41.5cm x 25.4cm	46.0cm x 28.3cm	45.0cm x 27.6cm
1/2 Horiz Spread	41.5cm x 12.4cm	46.0cm x 14.1cm	45.0cm x 12.6cm

Live matter SAFETY—leave 1/4" from all TRIM edges. Gutter safety for TYPE—1/8" - 3/16" from each side of spread center.



*The Greenwich Village apartment of author Candace Bushnell and husband, dancer Charles Askegard, September 2005*