

ELLE

Mechanical Specifications

Ship All Materials To:

ELLE Production Department
1633 Broadway, 43RD Floor
New York, NY 10019

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

For Assistance Call:

Melissa Jewsbury
PRODUCTION MANAGER
(212) 767-5872
Fax: (212) 489-4226

Acceptable File Formats:

PDF-X1a—which means that it conforms to PDF version 1.3 (Acrobat 4); it has an output resolution of 2400 dpi; it is composite CMYK; 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.

Unacceptable File Formats:

Postscript, TIFF, 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. 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.

Proof Specifications

Kodak Approval; or any other SWOP certified contact proof. All contact 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.

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. NOTE: A contact proof must follow the next business day.

Ink Specifications:

4/C process. Match colors available.

Binding Specifications:

Perfect bound; jogs to foot.

Printing Method:

Web offset.

For supplied insert information call:**Melissa Jewsbury**

PRODUCTION MANAGER

(212) 767-5872

Phyllis Dinowitz

PRODUCTION MANAGER

(212) 767-5411

Sizes (Inches)	BLEED (Width x Depth)	TRIM SIZE (Width x Depth)	NON BLEED (Width x Depth)
Full Page: Inches	8 1/4 x 11 1/8	8 x 10 7/8	7 x 10
2 / 3 Pg Vertical, 2 Columns	5 3/8 x 11 1/8	5 1/8 x 10 7/8	4 5/8 x 10
1 / 2 Pg Horizontal, 3 Columns	8 1/4 x 5 1/2	8 x 5 1/4	7 x 4 3/4
1 / 2 Pg Digest	5 7/16 x 8	5 3/16 x 8 1/4	4 5/8 x 7 3/4
1 / 3 Square, 2 Columns	5 5/16 x 5 1/2	5 1/16 x 5 1/4	4 5/8 x 4 7/8
1 / 3 Pg Vertical, 1 Column	2 7/8 x 11 1/8	2 5/8 x 10 7/8	2 1/8 x 10
Spread Gutter Bleed	--	16 x 10 7/8	15 x 10
Spread Full Bleed	16 1/2 x 11 1/8	16 x 10 7/8	--
1 / 2 Horizontal Spread	16 1/2 x 5 1/2	16 x 5 3/8	15 x 4 3/4
Full Page: Centimeters	16 1/2 x 5 1/2	20.4cm x 27.6cm	17.8cm x 25.4cm
Spread Gutter	38.7cm x 28.3cm	40.7cm x 27.6cm	38.1cm x 25.4cm
Spread Full Bleed	38.7cm x 28.3cm	40.7cm x 27.6cm	--
1 / 3 Page Vertical, 1 Column	7.3cm x 28.3cm	6.7cm x 27.6cm	5.4cm x 25.4cm

We are allowing for 1/8" from the gutter and face of the book on each page.

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

Live matter SAFETY in CM: Leave 6mm from all TRIM edges. Gutter safety for TYPE: 5mm–6mm from each side of spread center.