



Mechanical Specifications

Ship all materials to:

SOUND & VISION PRODUCTION DEPARTMENT

1633 Broadway, 43rd Floor
New York, NY 10019

NOTE: All material will be held for one year from date of last insertion and then destroyed unless directed otherwise.

For Assistance Call:

WANDA ZIEMBINSKI
PRODUCTION MANAGER
(212) 767-5873

Acceptable File Formats

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 CMYK; it uses high-quality JPEG or lossless Zip compression; resolution for color and grayscale images is 300dpi; resolution for monochrome images is 1200dpi; and fonts are embedded and subsetted at 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

Other file types—such as 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; Imation Matchprint Digital Halftone; or Progressive press proofs. All contract proofs must be made according to SWOP standards. Proofs that do not meet SWOP criteria will be used for color break only. 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 or Mass Transit FTP. FTP guest instructions will be emailed to you upon request. Your files can be sent to us within minutes.

Ink Specifications

4/C process. Match colors available.

Binding Specifications:

Perfect bound; jog to foot.

Printing Method

Web offset

FOR SUPPLIED INSERT INFORMATION CALL:

Wanda Ziembinski

(212) 767-5873

| Space | NON BLEED (Width x Depth) | BLEED (Width x Depth) | TRIM SIZE (Width x Depth) |
|-----------------------|------------------------------|--------------------------|------------------------------|
| Full Page | 7 3/4 x 10 1/4 | 8 1/2 x 11 | 8 1/4 x 10 3/4 |
| 2/3 page vertical | 5 x 10 1/4 | 5 3/8 x 11 | 5 1/8 x 10 3/4 |
| 1/2 page horizontal | 7 3/4 x 5 1/8 | 8 1/2 x 5 5/8 | 8 1/4 x 5 3/8 |
| 1/3 square | 5 x 4 7/8 | 5 3/4 x 5 5/8 | 5 1/8 x 5 3/8 |
| 1/3 vertical | 2 1/2 x 10 1/4 | 3 x 11 | 2 3/4 x 10 3/4 |
| 2 page spread | 15 1/2 x 10 1/4 | 16 3/4 x 11 | 16 1/2 x 10 3/4 |
| 1/2 horizontal spread | 15 1/2 x 5 1/8 | 16 3/4 x 5 5/8 | 16 1/2 x 5 3/8 |
| 1/2 page island | 5 x 7 1/2 | 5 3/8 x 8 1/8 | 5 1/8 x 8 |

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