

WH *ADVERTISING SPECS* 2012

Magazine Trim size: **8" x 10.875"** Line Screen: **150**

	<i>BLEED</i>	<i>LIVE AREA</i>	<i>TRIM</i>
FULL PAGE	8.25" x 11.125"	7.5" x 10.375"	8" x 10.875"
SPREAD	16.5" x 11.125"	15.5" x 10.375"	16" x 10.875"
1/2 HORIZONTAL	8.25" x 5.5"	7.5" x 4.75"	8" x 5.25"
1/2 HORIZONTAL SPREAD	16.5" x 5.5"	15.5" x 4.75"	16" x 5.25"
2/3 VERTICAL	5.25" x 11.125"	4.5" x 10.375"	5" x 10.875"
1/2 VERTICAL	4.125" x 11.125"	3.375" x 10.375"	3.875" x 10.875"
1/3 VERTICAL	3" x 11.125"	2.25" x 10.375"	2.75" x 10.875"

SAFETY: Keep live matter 1/4" from trim and gutter

MATERIAL REQUIREMENTS

Electronic advertising file delivery available at www.adshuttle.com. Send 4/C SWOP proof directly to printer (see shipping information) or agree to waive proof in Ad Shuttle. Please do not send backup file on disk after posting to Ad Shuttle. OR, send material on disk, along with SWOP proof directly to printer (see shipping information). E-mailing files is not acceptable.

DIGITAL FILE FORMATS

Accepted File Formats: PDF/X-1a:2001, vers 1.3

General File Requirements: File to contain only 1 page or 1 spread. The page size must be consistent from page to page. Pages must be created to include bleed when required. All required trapping should be done prior to creating the file. Include quality control patch (color bars) outside bleed dimension. All marks (trim, bleed, center) should be included in all colors.

PDF/X-1a:2001 File Requirements: File must be PDF/X-1a:2001 Compliant. Scanned images must be high resolution (300 dpi), CMYK (no spot colors, RGB, LAB, or ICC color profiles).

DIGITAL FILE NAMING

When naming digital files, the job number and/or advertiser name should be used to name the file. Do not use the magazine title as the file name. File name(s) must be less than 23 characters.

HARD COPY PROOFS

All proofs must be an offset press proof made to SWOP specifications, or an off-press proof made according to the manufacturer's SWOP Application Data Sheet using a SWOP Certified Proofing System.

- All proofs must contain a color control bar in order to be considered an acceptable SWOP proof and be clearly marked with available job information and proofing system identification.
- All color proofs should be in exact register.
- All proofs must be at 100% of final size.

The publisher cannot be held responsible for the reproduction quality if the proofing requirements are not met or if materials are submitted past closing date. If the supplied proof is not SWOP compliant and/or is unacceptable for press-side color guidance the customer will be notified and a new proof will be requested.

PRODUCTION COSTS

The 15% commission will be forfeited if we produce your ad or re-create your digital file to meet press compliance.

PRODUCTION SPECS/DUE DATES

For all ad specifications and material due dates contact:

Cindy Wenrich

P 610.967.8214

E cindy.wenrich@rodale.com

SHIPPING INFORMATION

Ship reproduction materials clearly marked with Women's Health on mailing label to:

Pat Brown

Quad/Graphics Imaging
Women's Health Magazine
1900 West Sumner Street
Hartford, WI 53027

P 262-673-1284

F 262.673.1617

Contact your Women's Health Sales Representative or Laura Frerer-Schmidt, Publisher, at 212.808.1707 or Laura.Frerer-Schmidt@rodale.com

Women'sHealth