

WH *BOOKAZINE SCHEDULE SPECS* 2012

	<i>AD CLOSE</i>	<i>COVER MATS DUE</i>	<i>INTERIOR MATS DUE</i>	<i>ON SALE</i>
Eat Great, Lose Weight	11/22/11	12/1/11	12/13/11	1/31/12
Ultimate Weight-Loss Guide	3/7/12	3/14/12	3/28/12	5/8/12
Yoga Special	6/25/12	7/2/12	7/16/12	9/4/12
Get Back in Shape Training Guide	9/21/12	9/28/12	10/12/12	12/4/12

The following information specifies the *size and type of file formats, proofs and media we accept, general guidelines and contact information:*

	<i>LIVE AREA</i>	<i>TRIM</i>	<i>BLEED</i>
PAGE	6.5" x 8.625"	7" x 9.125"	7.25" x 9.375"
SPREAD	13" x 8.625"	14" x 9.125"	14.5" x 9.375"

NOTE: Gutter allowance per page .5", total 1"

DIGITAL AD SPECIFICATIONS:

PDF/X1-a: 2001 files accepted.

Electronic file delivery available at www.adshuttle.com

Or, send CD + proof directly to:

Vicki Feulner, ISR
 Quad Graphics / WH Bookazine
 56 Duplainville Road
 Saratoga Springs, NY 12866
 P 518-581-4376

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) within maximum dimension of ad file.
- 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), and saved in TIFF or EPS format.
- All fonts must be included and be Type 1 or 3 (no TrueType).

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 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 CONTACT:

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

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