

2021 MECHANICAL REQUIREMENTS



ROB SIZING

TRIM SIZE:	8.75" W x 10.875" H
SAFETY FROM TRIM:	0.25"
BLEED:	0.125"
BINDING:	Perfect Bound
COVER STOCK:	123#
BODY STOCK:	43#
JOG POSITION:	Foot
LINE SCREEN:	133

*Live matter should be kept 1/4" inside from trim on all four sides. Essential matter on spreads should be 1/4" or more from center trim on either side; a total of 1/2" safety for gutter.

SCENT STRIP SIZING

FLAT:	10.125 x 11.125
FOLDED:	8.625 x 11.125
GRIND OFF:	.093
FOOT AND HEAD TRIM:	.125
FACE TRIM:	0

Note: Magazine trim size: 8.75 x 10.875

PRODUCTION CONTACT

For ad specs, material extensions, and all other production-related questions, please contact: **Hector Gonzalez Balcazar** at HLGONZALEZBA@quad.com

SUBMIT YOUR ADS ELECTRONICALLY TO
adshuttle.com/Hearst

SEND ALL SUPPLIED INSERTS TO

Quad Lomira, N11896 Hwy 175, Lomira, WI 53048
Attn: **Greg Bardele** | GBARDELE@quad.com | 920.269.5252

ROB SIZING	BLEED	TRIM	LIVE/NON-BLEED
SPREAD	17.75" x 11.125"	17.5" x 10.875"	17" x 10.375"
FULL PAGE	9" x 11.125"	8.75" x 10.875"	8.25" x 10.375"
1/2 PAGE VERTICAL	4.5" x 11.125"	4.25" x 10.875"	3.75" x 10.375"
2/3 PAGE VERTICAL	6" x 11.125"	5.75" x 10.875"	5.25" x 10.375"
1/3 PAGE VERTICAL	3" x 11.125"	2.75" x 10.875"	2.25" x 10.375"
1/2 PAGE HORIZONTAL	9" x 5.5"	8.75" x 5.25"	8.25" x 4.75"
1/2 PAGE HORIZONTAL SPREAD	17.75" x 5.5"	17.75" x 5.25"	17" x 4.75"
1/3 PAGE SQUARE	6" x 5.5"	5.75" x 5.25"	5.25" x 4.75"