

2020 MECHANICAL REQUIREMENTS



#verytandc

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.

PRODUCTION CONTACT

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

SUBMIT YOUR ADS ELECTRONICALLY TO
adshuttle.com/Hearst

SEND ALL SUPPLIED INSERTS TO
Quad Lomira, N11896 Hwy 175, Lomira WI, 53048
Attn: Tara Proctor
920.269.5232

	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"