

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

NOTE: 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"