

## 2021 MECHANICAL REQUIREMENTS



### ROB SIZING

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

|                   |                 |
|-------------------|-----------------|
| <b>FLAT:</b>      | 10.125 x 11.125 |
| <b>FOLDED:</b>    | 8.625 x 11.125  |
| <b>GRIND OFF:</b> | .093            |
| <b>FOOT TRIM:</b> | .125            |
| <b>FACE TRIM:</b> | 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](mailto:HLGONZALEZBA@quad.com)

**SUBMIT YOUR ADS ELECTRONICALLY TO**  
[adshuttle.com/Hearst](http://adshuttle.com/Hearst)

### SEND ALL SUPPLIED INSERTS TO

Quad Lomira, N11896 Hwy 175, Lomira, WI 53048  
Attn: Greg Bardele | [GBARDELE@quad.com](mailto:GBARDELE@quad.com) | 920.269.5252

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