



## Digital Ad Specifications and Mechanical Requirements

Covers, Regional Editions and National Copy Splits pages are printed in offset; body of book printed in rotogravure. Depth of column, 140 lines; three columns to a page. Magazine is perfect bound. Trim size: 7 7/8" x 10 1/2"

### Ship All Materials to:

Woman's Day Production Department - 43rd floor, 1633 Broadway, NY, NY 10019.

Note: All electronic data will be held for one year from date of last insertion and all media will be destroyed after three months unless directed otherwise.

### For Assistance Call:

Production Manager: Anthony White – (212) 767-6704 or [awhite@hfmus.com](mailto:awhite@hfmus.com)

Production Director: Diane Arlotta – (212) 767-6374 or [darlotta@hfmus.com](mailto:darlotta@hfmus.com)

FAX: (212) 767-5603/04

**Acceptable File Format: PDF/X-1a** – which means that it conforms to PDF version 1.3 (Acrobat 4); it has an output resolution of 2400 dpi; it is composite CMYK; it uses high-quality JPEG or lossless Zip compression; resolution for color and grayscale images is 300 dpi; resolution for monochrome images is 1200 dpi; and fonts are embedded and subsetted 100%; as well as other characteristics. This format is acceptable for full or partial pages. Trapping is the responsibility of the file provider. Further information about PDF/X-1a can be found at [www.pdf-x.com](http://www.pdf-x.com).

**Unacceptable File Formats:** Other file types — such as Postscript, TIFF, EPS, native Photoshop files, or other native application files such as Quark, InDesign, PageMaker, Illustrator, Freehand, etc. — are unacceptable because they introduce many possibilities for error.

To assist our advertisers in creating PDF ads to spec, the HFM PDF Ad Kit is available upon request for both Mac and Windows OS.

**Proof Specifications:** Kodak Approval; Imation Matchprint Digital Halftone; or other SWOP certified contract proof. All contract proofs must be made according to SWOP standards including color bars. Proofs that do not meet SWOP criteria will be used for color break only. Information on SWOP standards can be found at [www.swop.org](http://www.swop.org)

In addition, please supply two content (laser) proofs, which are an identical match to the furnished file. Note: This will allow HFM to ensure content integrity.

**Acceptable Media:** CD; MASS TRANSIT FTP or WAM!NET. You can quickly set up your own WAM!NET account at <http://wamgate.com>. FTP guest instructions will be emailed to you upon request. Your files can be sent to us within minutes. Note: A contract proof must follow the next business day.

**Ink Specifications:** 4/C process only in rotogravure ROB. Match colors available in offset forms and covers.

**Binding Specifications:** Perfect bound; jog to foot, 1/8" head, face & foot trim - 3/32" grind off.

**Printing Method:** Web offset & Rotogravure.

# Woman's Day®

## Page Dimensions

All sizes are width times depth	NON-BLEED		BLEED		TRIM SIZE	
	WIDTH	DEPTH	WIDTH	DEPTH	WIDTH	DEPTH
Full Page	7 1/8"	10"	8 1/8"	10 3/4"	7 7/8"	10 1/2"
2/3 page vertical (2 cols.)	4 1/2"	10"	5 3/8"	10 3/4"	5 1/8"	10 1/2"
2/3 page horizontal	7 1/8"	6 5/8"	8 1/8"	7 3/8"	7 7/8"	7 1/8"
1/2 page horizontal (3 cols.)	7 1/8"	4 5/8"	8 1/8"	5 1/2"	7 7/8"	5 1/4"
1/2 page vertical (1 1/2 cols.)	3 1/2"	10"	4 1/4"	10 3/4"	4"	10 1/2"
1/2 page digest	4 1/2"	6 5/8"	5 1/4"	7 5/16"	5"	7 3/16"
1/2 page checkerboard (each 1/4 page)	3 3/8"	4 3/4"	4 1/4"	5 7/16"	4"	5 3/16"
1/3 page square (2 cols.)	4 1/2"	4 1/2"	5 1/4"	5 1/2"	5"	5 1/4"
1/3 page vertical	2 1/8"	10"	3"	10 3/4"	2 3/4"	10 1/2"
1/3 page horizontal	7 1/8"	3 1/8"	8 1/8"	3 5/8"	7 7/8"	3 3/8"
1/4 page square	3 3/8"	4 3/4"	4 1/4"	5 1/2"	4"	5 1/4"
1/6 page vertical	2 1/8"	4 3/4"	-	-	-	-
2 page spread	15"	10"	16"	10 3/4"	15 3/4"	10 1/2"
2/3 horizontal spread	15"	6 5/8"	16"	7 5/16"	15 3/4"	7 1/8"
1/2 horizontal spread	15"	4 5/8"	16"	5 1/2"	15 3/4"	5 1/4"
1 page checkerboard (two 1/2 horizontal)	7 1/8"	4 5/8"	8 1/8"	5 1/2"	7 7/8"	5 1/4"
Center Island	4 1/4"	6 1/2"	-	-	-	-
1/12 page vertical	2 1/8"	2"	-	-	-	-

If you are attempting to supply or change your creative materials after the issue close date, please email your *Woman's Day* Sales Representative and the following Production Staff:

Diane Arlotta, Production Director, [darlotta@hfmus.com](mailto:darlotta@hfmus.com)

Anthony White, Production Manager, [awhite@hfmus.com](mailto:awhite@hfmus.com)

Also, please fax a hard copy of the updated Insertion Order and/or Material Copy Instructions to (212) 767-5603 or 5604 as a formal confirmation of the change. Dependent upon the amount of time after the close of an issue, we will make every effort to make the change, however *Woman's Day* cannot guarantee the late material will be included if the receipt of the change/material is beyond our scheduled press dates.

For additional specifications, see SRDS or write to: *Woman's Day* Advertising Traffic Department, 1633 Broadway, 43rd Floor, New York, NY 10019.

## Furnished Inserts

Special units, gatefolds, booklets, cards, etc., are acceptable. For mechanical specifications, please consult Diane Arlotta (212) 767-6374. For pricing information, please consult your *Woman's Day* Representative.