

2024 MARKETPLACE REQUIREMENTS

MARKETPLACE DIMENSIONS

AD SIZE	BLEED
1/2 Page Horizontal	8 3/8" x 4 7/8"
1/3 Page Vertical	2 5/8" x 10"
1/3 Page Square	5 1/2" x 4 7/8"
1/6 Page Vertical	2 5/8" x 4 7/8"
1/6 Page Horizontal	5 1/2" x 2 5/16"
1/12 Page Square	2 5/8" x 2 5/16"

MATERIAL REQUIREMENTS

MATERIALS

Magazine Printed by Web Offset

Binding: Perfect
Line Screen: 150
Ink Density: 300PPI

FILE SUBMISSION

Electronic advertising file delivery available at www.adshuttle.com/hearst. In AD SIZE dropdown, select MARKETPLACEADS, then choose the appropriate Marketplace ad size.

DIGITAL

Hi-res PDF-X1a version 1.3 files

ADDITIONAL INFO

All advertising materials should conform to SWOP standards.

All specified colors will be matched as closely as possible with 4-color process ink as set up in file. If advertiser specifically requests use of a PMS ink, additional charges will be added. Art files will be archived for one year.

CONTACT INFO

Any questions regarding ad specs and material due dates, contact:

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