

2021 PRODUCTION REQUIREMENTS

PRINT PRODUCTION SPECS

MAGAZINE TRIM SIZE IS: 8.875" x 10.875"

AD SIZE	BLEED	TRIM SIZE	LIVE/NON-BLEED
Full Page	9 1/8" x 11 1/8"	8 7/8" x 10 7/8"	8 3/8" x 10 3/8"
Spread	18" x 11 1/8"	17 3/4" x 10 7/8"	17 1/4" x 10 3/8"
1/2 Page Horizontal	9 1/8" x 5 1/2"	8 7/8" x 5 1/4"	8 3/8" x 4 3/4"
1/2 Page Horizontal Spread	18" x 5 1/2"	17 3/4" x 5 1/4"	17 1/4" x 4 3/4"
2/3 Vertical	6" x 11 1/8"	5 3/4" x 10 7/8"	5 1/4" x 10 3/8"
1/3 Vertical	3 1/8" x 11 1/8"	2 7/8" x 10 7/8"	2 3/8" x 10 3/8"
1/3 Horizontal	9 1/8" x 3 3/4"	8 7/8" x 3 1/2"	8 3/8" x 3"
1/3 Square	6" x 5 1/2"	5 3/4" x 5 1/4"	5 1/4" x 4 3/4"

MATERIAL REQUIREMENTS

Electronic advertising file delivery available at:

www.adshuttle.com/hearst

Please do not send back-up file on disk after posting to Ad Shuttle. E-mailing files or uploading to FTP site is not acceptable.

PROOF INFO

Bicycling utilizes Virtual Proofing technology.

Hard copy guidance is no longer required.

DIGITAL FILE FORMATS

Accepted File Formats: PDF/X-1a:2001 version 1.3

Scanned images must be high resolution (300dpi), CMYK (no spot colors, RGB, LAB or ICC color profiles).

GENERAL FILE REQUIREMENTS

File to contain only 1 page or 1 spread. The page size must be consistent from page to page. Pages must be created to include bleed when required. All trapping should be done prior to creating the file. Include quality control patch (color bars) outside bleed dimension. All marks (trim, bleed, center) should be included in all colors.

DIGITAL EDITIONS

National print advertisers are automatically opted in to all digital editions. Should an advertiser wish to opt out, it should be noted on their Insertion Order. No new materials are required for digital editions. For all standard units, we will utilize the original supplied files Straight From Print.

PRODUCTION COSTS

The 15% commission will be forfeited if we produce your ad or re-create your digital file to meet press compliance.

PRODUCTION SPECS/ DUE DATES

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

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