

2021 MARKETPLACE REQUIREMENTS

MARKETPLACE DIMENSIONS

AD SIZE	DIMENSIONS
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 "
1 Inch Square	2 ⁵ / ₈ " x 1"

MATERIAL REQUIREMENTS

MATERIALS

MAGAZINE PRINTED BY WEB OFFSET

BINDING: PERFECT

LINE SCREEN: 150

INK DENSITY: 300 PPI

FILE SUBMISSION

Electronic advertising file delivery available at www.adshuttle.com/hearst. In AD SIZE dropdown, select MARKETPLACE ADS, 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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