

american baby

and Ancillaries

MECHANICAL REQUIREMENTS

Trim Size: 7-7/8" x 10-1/2"

UNIT SIZE	NON BLEED	BLEED	BLEED LIVE AREA	TRIM
	Width x Length	Width x Length	Width x Length	Width x Length
<i>Spread</i>	15-1/4" x 10"	16" x 10-3/4"	15-1/4" x 10"	15-3/4" x 10-1/2"
<i>Page</i>	7-3/8" x 10"	8-1/8" x 10-3/4"	7-3/8" x 10"	7-7/8" x 10-1/2"
<i>2/3 Vertical</i>	4-3/4" x 10"	5-1/4" x 10-3/4"	4-1/2" x 10"	5" x 10-1/2"
<i>2/3 Horizontal</i>	7-1/4" x 6-1/2"	8-1/8" x 7"	7-1/4" x 6-1/4"	7-7/8" x 6-3/4"
<i>Digest</i>	4-3/4" x 7"	5-1/4" x 7-1/2"	4-1/2" x 6-3/4"	5" x 7-1/4"
<i>1/2 Vertical</i>	3-1/2" x 10"	4-1/8" x 10-3/4"	3-3/8" x 10"	3-7/8" x 10-1/2"
<i>1/2 Horizontal</i>	7-1/4" x 4-7/8"	8-1/8" x 5-3/8"	7-1/4" x 4-5/8"	7-7/8" x 5-1/8"
<i>1/2 Horz Spread</i>	15-1/4" x 4-7/8"	16" x 5-3/8"	15-1/4" x 4-5/8"	15-3/4" x 5-1/8"
<i>1/3 Vertical</i>	2-1/4" x 10"	2-7/8" x 10-3/4"	2-1/8" x 10"	2-5/8" x 10-1/2"
<i>1/3 Square</i>	4-3/4" x 4-7/8"	5-1/4" x 5-3/8"	4-1/2" x 4-5/8"	5" x 5-1/8"
<i>1/6 Vertical</i>	2-1/4" x 4-7/8"	Not Available		
<i>1/6 Horizontal</i>	4-5/8" x 2-3/8"	Not Available		
<i>1/12</i>	2-1/4" x 2-3/8"	Not Available		

Material Requirements: Digital (see next page)

Proof Requirements: See next page, address available through Meredith Ad Express address below.

Submit FILES via **MEREDITH AD EXPRESS** powered by SendMyAd.

To Join go to: <https://meredith.sendmyad.com>

NOTE: When establishing an account please observe the Minimum Requirements to avoid processing errors.

For Material Extensions

or

Production Questions Contact:

Ryan Petersen

Phone: 515-284-2869

Email: ryan.petersen@meredith.com

Fax: 515-284-2709





Digital Ad Specs

File Formats:

- Preferred format: PDF/X-1A
- Acceptable format: PDF

For instructions on how to create a PDF go to – sendmyad.com –under HOME - select DASHBOARD – select VIEW FAQs.

File Resolution Requirements:

- Vector (PDF/X-1A, PDF)
- 300 dpi/2400 dpi for Line Work

Retention of Materials:

Materials for all processes will be held for one year then destroyed, unless otherwise notified.

File Submission Site:

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Live Matter Requirements:

- Set the offset setting to .167 when creating PDF/X-1A files so the standard trim, bleed and center marks are included but not in the “live” image area or “bleed” area.
- Single page ads should be built to 100% trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8” beyond trim. Keep live matter in a minimum of 1/4” inside trim dimensions.
- Partial page ads should be built to 100% of their actual trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8” beyond trim. Keep live matter a minimum of 1/4” inside trim dimensions.
- All non-bleeds ads should be built to 100% of the non-bleed specs.
- All Bleed Ads – Keep live matter a minimum of 3/8” inside the bleed dimensions on all four sides.
- Spread Ads: Keep live matter 1/4” away from either side of center or 1/2” total across the gutter. For spread ads with a headline crossing over the gutter, contact production department if the visual spacing between words or letter is critical.

NOTE:

New files are required for ads that need type changes such as key-codes, addresses, phone numbers, etc. A corresponding color contract proof is required to show these changes.

File specifications/General Guidelines:

- Do not apply style attributes to basic fonts.
- Include and/or embed all fonts, images/scans, logos and artwork.
- Do not nest PDF files in other PDF files.
- Do not nest EPS files in other EPS files.
- Use of illegal characters in file names will not be accepted. (example: &, /, -, ~, %, () #, ' , \$ etc or anything after the extension).
- Limit File Name to 24 characters INCLUDING the extension.
- On 4/C ads, Pantone colors, other spot colors, and non-CMYK elements must be converted to CMYK.
- Four color solids should not exceed SWOP density of 300%.
- To create a rich black use 100% K and 60% C.
- Color type, reverse type and/or line art should not be less than .007 at the thinnest part of the character. Single color type should be no less than .004 at the thinnest part of the character.
- To avoid low-res (soft type) or 4/c black type, type should be built in Quark, Indesign or Illustrator and not within Photoshop.
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters. Where practical and not detrimental to the appearance of the job, make the type in the subordinate colors slightly larger to minimize register problems on the production press.
- All supplied materials intended for use in Meredith publications must be properly trapped and, when possible, image trapping should be represented in the accompanying SWOP proofs.

Rotogravure Titles:

Better Homes & Gardens, Ladies Home Journal & More magazines will require a 5% minimum dot to print the highlight areas & square-up on edges. Fade off dot is 3%

Proof Requirements: *Advertiser understands that if they do not supply a SWOP certified color proof with color bars or if they supply a color laser proof that Meredith cannot guarantee a color match to the supplied proof and will print to the supplied file.*

- Supply a minimum of **TWO** composite SWOP certified proofs for color – American Baby requires **THREE**.
- Proofs must be made from supplied file.
- Proofs must be 100% of size.
- Proofs must be SWOP certified.
- For an up-to-date list of SWOP approved color proofs, please visit: www.swop.org.
- Color bars are required on all analog or digital halftone proofs.
- Color bars should be include:
 - SWOP color bars at 100% size as found on SWOP website (above).
 - A solid and 25%, 50% and 75% tints of each process color.
 - Solid overprint.
 - At least one gray balance patch (cyan-50%, magenta and yellow 39%).
 - Two-color overprints at 25%, 50% and 75% as also recommended.
 - The color bar can be a GCA/GATF Proof Comparator, or a GATF/SWOP Proofing Bar or digital equivalent.
- Proofs must indicate the proofing product or system used, prepress supplier contacts and information showing conformance to the Manufacturer’s Application Data.
- Ad should be proofed on Publication grade stock except for More, Traditional Home, Special Interest Magazine Bookazines and commercial work which should be proofed on Commercial grade stock.
- Proofing systems requiring line screens:
 - Publication Grade Stock – use 133 line
 - Commercial Grade Stock use 150 line

If the above guidelines are not met, the color and quality of print reproduction may vary. Proofs that are not SWOP compliant will be referenced for content only. Meredith will try to achieve a reasonable match to the supplied proof.

Meredith Corporation is a member of DDAP Association and subscribers to and supports all digital exchange standards developed by CGATS/SC6, the accredited graphic arts standards committee.

UNIT SIZE	NON BLEED	BLEED	BLEED LIVE AREA	TRIM
	Width x Length	Width x Length	Width x Length	Width x Length
<i>Spread</i>	15-1/4" x 10"	16" x 10-3/4"	15-1/4" x 10"	15-3/4" x 10-1/2"
<i>Page</i>	7-3/8" x 10"	8-1/8" x 10-3/4"	7-3/8" x 10"	7-7/8" x 10-1/2"
<i>2/3 Vertical</i>	4-3/4" x 10"	5-1/4" x 10-3/4"	4-1/2" x 10"	5" x 10-1/2"
<i>2/3 Horizontal</i>	7-1/4" x 6-1/2"	8-1/8" x 7"	7-1/4" x 6-1/4"	7-7/8" x 6-3/4"
<i>Digest</i>	4-3/4" x 7"	5-1/4" x 7-1/2"	4-1/2" 6-3/4"	5" x 7-1/4"
<i>1/2 Vertical</i>	3-1/2" x 10"	4-1/8" x 10-3/4"	3-3/8" x 10"	3-7/8" x 10-1/2"
<i>1/2 Horizontal</i>	7-1/4" x 4-7/8"	8-1/8" x 5-3/8"	7-1/4" x 4-5/8"	7-7/8" x 5-1/8"
<i>1/2 Horz Spread</i>	15-1/4" x 4-7/8"	16" x 5-3/8"	15-1/4 x 4-5/8"	15-3/4" x 5-1/8"
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<i>1/6 Vertical</i>	2-1/4" x 4-7/8"	Not Available		
<i>1/6 Horizontal</i>	4-5/8" x 2-3/8"	Not Available		
<i>1/12</i>	2-1/4" x 2-3/8"	Not Available		
<i>Travel 4"</i>	2-1/4" x 4"	Not Available		<i>Travel Directory</i>
<i>Travel 2"</i>	2-1/4" x 2"	Not Available		<i>Travel Directory</i>
<i>Travel 1"</i>	2-1/4" x 1"	Not Available		<i>Travel Directory</i>
<i>Brochure Large</i>	2-1/4" x 3"	Not Available		<i>Travel Brochures</i>
<i>Brochure Small</i>	1-1/8" x 3"	Not Available		

BROCHURE ADS Contact Sarah Otte regarding Materials @ 515-284-2128 (ph) or sarah.otte@meredith.com

Material Requirements: Digital (see next page)

Proof Requirements: See next page, address available through Meredith Ad Express address below.

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For Material Extensions

or

Production Questions Contact:

Pam Hutchcroft

Phone: 515-284-3210

Email: pam.hutchcroft@meredith.com

Fax: 515-284-2709





Digital Ad Specs

File Formats:

- Preferred format: PDF/X-1A
- Acceptable format: PDF

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- Four color solids should not exceed SWOP density of 300%.
- To create a rich black use 100% K and 60% C.
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Rotogravure Titles:

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Proof Requirements: *Advertiser understands that if they do not supply a SWOP certified color proof with color bars or if they supply a color laser proof that Meredith cannot guarantee a color match to the supplied proof and will print to the supplied file.*

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 - Commercial Grade Stock use 150 line

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<i>Page</i>	7-3/8" x 10"	8-1/8" x 10-3/4"	7-3/8" x 10"	7-7/8" x 10-1/2"
<i>2/3 Vertical</i>	4-3/4" x 10"	5-1/4" x 10-3/4"	4-1/2" x 10"	5" x 10-1/2"
<i>2/3 Horizontal</i>	7-1/4" x 6-1/2"	8-1/8" x 7"	7-1/4" x 6-1/4"	7-7/8" x 6-3/4"
<i>Digest</i>	4-3/4" x 7"	5-1/4" x 7-1/2"	4-1/2" x 6-3/4"	5" x 7-1/4"
<i>1/2 Vertical</i>	3-1/2" x 10"	4-1/8" x 10-3/4"	3-3/8" x 10"	3-7/8" x 10-1/2"
<i>1/2 Horizontal</i>	7-1/4" x 4-7/8"	8-1/8" x 5-3/8"	7-1/4" x 4-5/8"	7-7/8" x 5-1/8"
<i>1/2 Horz Spread</i>	15-1/4" x 4-7/8"	16" x 5-3/8"	15-1/4" x 4-5/8"	15-3/4" x 5-1/8"
<i>1/3 Vertical</i>	2-1/4" x 10"	2-7/8" x 10-3/4"	2-1/8" x 10"	2-5/8" x 10-1/2"
<i>1/3 Square</i>	4-3/4" x 4-7/8"	5-1/4" x 5-3/8"	4-1/2" x 4-5/8"	5" x 5-1/8"
<i>1/6 Vertical</i>	2-1/4" x 4-7/8"	Not Available		
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BROCHURE ADS Contact Courtney Coles regarding Materials @ 515-284-2378 (ph) or Courtney.coles@meredith.com

Material Requirements: Digital (see next page)

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For Material Extensions

or

Production Questions Contact:

Jessica Stites

Phone: 515-284-3643

Email: jessica.stites@meredith.com

Fax: 515-284-2709





Digital Ad Specs

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<i>2/3 Horizontal</i>	7-1/4" x 6-1/2"	8-1/8" x 7"	7-1/4" x 6-1/4"	7-7/8" x 6-3/4"
<i>Digest</i>	4-3/4" x 7"	5-1/4" x 7-1/2"	4-1/2" x 6-3/4"	5" x 7-1/4"
<i>1/2 Vertical</i>	3-1/2" x 10"	4-1/8" x 10-3/4"	3-3/8" x 10"	3-7/8" x 10-1/2"
<i>1/2 Horizontal</i>	7-1/4" x 4-7/8"	8-1/8" x 5-3/8"	7-1/4" x 4-5/8"	7-7/8" x 5-1/8"
<i>1/2 Horz Spread</i>	15-1/4" x 4-7/8"	16" x 5-3/8"	15-1/4" x 4-5/8"	15-3/4" x 5-1/8"
<i>1/3 Vertical</i>	2-1/4" x 10"	2-7/8" x 10-3/4"	2-1/8" x 10"	2-5/8" x 10-1/2"
<i>1/3 Square</i>	4-3/4" x 4-7/8"	5-1/4" x 5-3/8"	4-1/2" x 4-5/8"	5" x 5-1/8"
<i>1/6 Vertical</i>	2-1/4" x 4-7/8"	Not Available		
<i>1/6 Horizontal</i>	4-5/8" x 2-3/8"	Not Available		
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Production Questions Contact:

Jessica Boltnar

Phone: 515-284-2225

Email: jessica.boltnar@meredith.com

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- Preferred format: PDF/X-1A
- Acceptable format: PDF

For instructions on how to create a PDF go to – sendmyad.com –under HOME - select DASHBOARD – select VIEW FAQs.

File Resolution Requirements:

- Vector (PDF/X-1A, PDF)
- 300 dpi/2400 dpi for Line Work

Retention of Materials:

Materials for all processes will be held for one year then destroyed, unless otherwise notified.

File Submission Site:

Submit FILES via **Meredith Ad Express**

To Join go to: <https://meredith.sendmyad.com>

NOTE: When establishing an account please observe the Minimum Requirements to avoid processing errors.

Live Matter Requirements:

- Set the offset setting to .167 when creating PDF/X-1A files so the standard trim, bleed and center marks are included but not in the “live” image area or “bleed” area.
- Single page ads should be built to 100% trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8” beyond trim. Keep live matter in a minimum of 1/4” inside trim dimensions.
- Partial page ads should be built to 100% of their actual trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8” beyond trim. Keep live matter a minimum of 1/4” inside trim dimensions.
- All non-bleeds ads should be built to 100% of the non-bleed specs.
- All Bleed Ads – Keep live matter a minimum of 3/8” inside the bleed dimensions on all four sides.
- Spread Ads: Keep live matter 1/4” away from either side of center or 1/2” total across the gutter. For spread ads with a headline crossing over the gutter, contact production department if the visual spacing between words or letter is critical.

NOTE:

New files are required for ads that need type changes such as key-codes, addresses, phone numbers, etc. A corresponding color contract proof is required to show these changes.

File specifications/General Guidelines:

- Do not apply style attributes to basic fonts.
- Include and/or embed all fonts, images/scans, logos and artwork.
- Do not nest PDF files in other PDF files.
- Do not nest EPS files in other EPS files.
- Use of illegal characters in file names will not be accepted. (example: &, /, -, ~, %, () #, ' , \$ etc or anything after the extension).
- Limit File Name to 24 characters INCLUDING the extension.
- On 4/C ads, Pantone colors, other spot colors, and non-CMYK elements must be converted to CMYK.
- Four color solids should not exceed SWOP density of 300%.
- To create a rich black use 100% K and 60% C.
- Color type, reverse type and/or line art should not be less than .007 at the thinnest part of the character. Single color type should be no less than .004 at the thinnest part of the character.
- To avoid low-res (soft type) or 4/c black type, type should be built in Quark, Indesign or Illustrator and not within Photoshop.
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters. Where practical and not detrimental to the appearance of the job, make the type in the subordinate colors slightly larger to minimize register problems on the production press.
- All supplied materials intended for use in Meredith publications must be properly trapped and, when possible, image trapping should be represented in the accompanying SWOP proofs.

Rotogravure Titles:

Better Homes & Gardens, Ladies Home Journal & More magazines will require a 5% minimum dot to print the highlight areas & square-up on edges. Fade off dot is 3%

Proof Requirements: *Advertiser understands that if they do not supply a SWOP certified color proof with color bars or if they supply a color laser proof that Meredith cannot guarantee a color match to the supplied proof and will print to the supplied file.*

- Supply a minimum of **TWO** composite SWOP certified proofs for color – American Baby requires **THREE**.
- Proofs must be made from supplied file.
- Proofs must be 100% of size.
- Proofs must be SWOP certified.
- For an up-to-date list of SWOP approved color proofs, please visit: www.swop.org.
- Color bars are required on all analog or digital halftone proofs.
- Color bars should be include:
 - SWOP color bars at 100% size as found on SWOP website (above).
 - A solid and 25%, 50% and 75% tints of each process color.
 - Solid overprint.
 - At least one gray balance patch (cyan-50%, magenta and yellow 39%).
 - Two-color overprints at 25%, 50% and 75% as also recommended.
 - The color bar can be a GCA/GATF Proof Comparator, or a GATF/SWOP Proofing Bar or digital equivalent.
- Proofs must indicate the proofing product or system used, prepress supplier contacts and information showing conformance to the Manufacturer’s Application Data.
- Ad should be proofed on Publication grade stock except for More, Traditional Home, Special Interest Magazine Bookazines and commercial work which should be proofed on Commercial grade stock.
- Proofing systems requiring line screens:
 - Publication Grade Stock – use 133 line
 - Commercial Grade Stock use 150 line

If the above guidelines are not met, the color and quality of print reproduction may vary. Proofs that are not SWOP compliant will be referenced for content only. Meredith will try to achieve a reasonable match to the supplied proof.

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Trim Size: 7-7/8" x 10-1/2"

UNIT SIZE	NON BLEED	BLEED	BLEED LIVE AREA	TRIM
	Width x Length	Width x Length	Width x Length	Width x Length
<i>Spread</i>	15-1/4" x 10"	16" x 10-3/4"	15-1/4" x 10"	15-3/4" x 10-1/2"
<i>Page</i>	7-3/8" x 10"	8-1/8" x 10-3/4"	7-3/8" x 10"	7-7/8" x 10-1/2"
<i>2/3 Vertical</i>	4-3/4" x 10"	5-1/4" x 10-3/4"	4-1/2" x 10"	5" x 10-1/2"
<i>2/3 Horizontal</i>	7-1/4" x 6-1/2"	8-1/8" x 7"	7-1/4" x 6-1/4"	7-7/8" x 6-3/4"
<i>Digest</i>	4-3/4" x 7"	5-1/4" x 7-1/2"	4-1/2" x 6-3/4"	5" x 7-1/4"
<i>1/2 Vertical</i>	3-1/2" x 10"	4-1/8" x 10-3/4"	3-3/8" x 10"	3-7/8" x 10-1/2"
<i>1/2 Horizontal</i>	7-1/4" x 4-7/8"	8-1/8" x 5-3/8"	7-1/4" x 4-5/8"	7-7/8" x 5-1/8"
<i>1/2 Horz Spread</i>	15-1/4" x 4-7/8"	16" x 5-3/8"	15-1/4" x 4-5/8"	15-3/4" x 5-1/8"
<i>1/3 Vertical</i>	2-1/4" x 10"	2-7/8" x 10-3/4"	2-1/8" x 10"	2-5/8" x 10-1/2"
<i>1/3 Square</i>	4-3/4" x 4-7/8"	5-1/4" x 5-3/8"	4-1/2" x 4-5/8"	5" x 5-1/8"
<i>1/6 Vertical</i>	2-1/4" x 4-7/8"	Not Available		
<i>1/6 Horizontal</i>	4-5/8" x 2-3/8"	Not Available		
<i>1/12</i>	2-1/4" x 2-3/8"	Not Available		
<i>Travel 4"</i>	2-1/4" x 4"	Not Available		<i>Travel Directory</i>
<i>Travel 2"</i>	2-1/4" x 2"	Not Available		<i>Travel Directory</i>
<i>Travel 1"</i>	2-1/4" x 1"	Not Available		<i>Travel Directory</i>
<i>Brochure Large</i>	2-1/4" x 3"	Not Available		<i>Travel Brochures</i>
<i>Brochure Small</i>	1-1/8" x 3"	Not Available		

BROCHURE ADS Contact Jennifer Paugh regarding Materials @ 515-284-2378 (ph) or jennifer.paugh@meredith.com

Material Requirements: Digital (see next page)

Proof Requirements: See next page, address available through Meredith Ad Express address below.

Submit FILES via **MEREDITH AD EXPRESS** powered by SendMyAd.

To Join go to: <https://meredith.sendmyad.com>

NOTE: When establishing an account please observe the Minimum Requirements to avoid processing errors.

For Material Extensions

or

Production Questions Contact:

Katie Tuttle

Phone: 515-284-3531

Email: katie.tuttle@meredith.com

Fax: 515-284-2709





Digital Ad Specs

File Formats:

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- All non-bleeds ads should be built to 100% of the non-bleed specs.
- All Bleed Ads – Keep live matter a minimum of 3/8” inside the bleed dimensions on all four sides.
- Spread Ads: Keep live matter ¼” away from either side of center or ½” total across the gutter. For spread ads with a headline crossing over the gutter, contact production department if the visual spacing between words or letter is critical.

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MECHANICAL REQUIREMENTS

Trim Size: 8-1/4" x 10-7/8"

UNIT SIZE	NON BLEED	BLEED	BLEED LIVE AREA	TRIM
	Width x Length	Width x Length	Width x Length	Width x Length
<i>Spread</i>	16" x 10-3/8"	16-3/4" x 11-1/8"	16" x 10-3/8"	16-1/2" x 10-7/8"
<i>Page</i>	7-3/4" x 10-3/8"	8-1/2" x 11-1/8"	7-3/4" x 10-3/8"	8-1/4" x 10-7/8"
<i>2/3 Vertical</i>	5" x 10-3/8"	5-1/2" x 11-1/8"	4-3/4" x 10-3/8"	5-1/4" x 10-7/8"
<i>2/3 Horizontal</i>	7-3/4" x 6-3/4"	8-1/2" x 7-1/4"	7-3/4" x 6-1/2"	8-1/4" x 7"
<i>Digest</i>	5" x 7"	5-1/2" x 7-1/2"	4-3/4" x 6-3/4"	5-1/4" x 7-1/4"
<i>1/2 Vertical</i>	3-3/4" x 10-3/8"	4-1/4" x 11-1/8"	3-1/2" x 10-3/8"	4- x 10-7/8"
<i>1/2 Horizontal</i>	7-3/4" x 5"	8-1/2" x 5-5/8"	7-3/4" x 4-7/8"	8-1/4" x 5-3/8"
<i>1/2 Horz Spread</i>	16" x 5"	16-3/4" x 5-5/8"	16" x 4-7/8"	16-1/2" x 5-3/8"
<i>1/3 Vertical</i>	2-3/8" x 10-3/8"	3" x 11-1/8"	2-1/4" x 10-3/8"	2-3/4" x 10-7/8"
<i>1/3 Square</i>	5" x 5"	5-1/2" x 5-5/8"	4-3/4" x 4-7/8"	5-1/4" x 5-3/8"
<i>1/6 Vertical</i>	2-1/4" x 4-7/8"	Not Available		
<i>1/6 Horizontal</i>	4-5/8" x 2-3/8"	Not Available		
<i>1/12</i>	2-1/4" x 2-3/8"	Not Available		

Material Requirements: Digital (see next page)

Proof Requirements: See next page, address available through Meredith Ad Express below.

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For Material Extensions

or

Production Questions Contact:

Angela Horstman

Phone: 515-284-3583

Email: angela.horstman@meredith.com

Fax: 515-284-2709





Digital Ad Specs

File Formats:

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	Width x Length	Width x Length	Width x Length	Width x Length
<i>Spread</i>	15-1/4" x 10"	16" x 10-3/4"	15-1/4" x 10"	15-3/4" x 10-1/2"
<i>Page</i>	7-3/8" x 10"	8-1/8" x 10-3/4"	7-3/8" x 10"	7-7/8" x 10-1/2"
<i>2/3 Vertical</i>	4-3/4" x 10"	5-1/4" x 10-3/4"	4-1/2" x 10"	5" x 10-1/2"
<i>2/3 Horizontal</i>	7-1/4" x 6-1/2"	8-1/8" x 7"	7-1/4" x 6-1/4"	7-7/8" x 6-3/4"
<i>Digest</i>	4-3/4" x 7"	5-1/4" x 7-1/2"	4-1/2" x 6-3/4"	5" x 7-1/4"
<i>1/2 Vertical</i>	3-1/2" x 10"	4-1/8" x 10-3/4"	3-3/8" x 10"	3-7/8" x 10-1/2"
<i>1/2 Horizontal</i>	7-1/4" x 4-7/8"	8-1/8" x 5-3/8"	7-1/4" x 4-5/8"	7-7/8" x 5-1/8"
<i>1/2 Horz Spread</i>	15-1/4" x 4-7/8"	16" x 5-3/8"	15-1/4" x 4-5/8"	15-3/4" x 5-1/8"
<i>1/3 Vertical</i>	2-1/4" x 10"	2-7/8" x 10-3/4"	2-1/8" x 10"	2-5/8" x 10-1/2"
<i>1/3 Square</i>	4-3/4" x 4-7/8"	5-1/4" x 5-3/8"	4-1/2" x 4-5/8"	5" x 5-1/8"
<i>1/6 Vertical</i>	2-1/4" x 4-7/8"	Not Available		
<i>1/6 Horizontal</i>	4-5/8" x 2-3/8"	Not Available		
<i>1/12</i>	2-1/4" x 2-3/8"	Not Available		
<i>Travel Ads 4"</i>	2-1/4" x 4"	Not Available		Travelers Guide
<i>Travel Ads 2"</i>	2-1/4" x 2"	Not Available		Travelers Guide
<i>Travel Ads 1"</i>	2-1/4" x 1"	Not Available		Travelers Guide

Material Requirements: Digital (see next page)

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For Material Extensions
or
Production Questions Contact:

Kyle Dirks

Phone: 515-284-2912

Email: kyle.dirks@meredith.com

Fax: 515-284-2709





Digital Ad Specs

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- For an up-to-date list of SWOP approved color proofs, please visit: www.swop.org.
- Color bars are required on all analog or digital halftone proofs.
- Color bars should be include:
 - SWOP color bars at 100% size as found on SWOP website (above).
 - A solid and 25%, 50% and 75% tints of each process color.
 - Solid overprint.
 - At least one gray balance patch (cyan-50%, magenta and yellow 39%).
 - Two-color overprints at 25%, 50% and 75% as also recommended.
 - The color bar can be a GCA/GATF Proof Comparator, or a GATF/SWOP Proofing Bar or digital equivalent.
- Proofs must indicate the proofing product or system used, prepress supplier contacts and information showing conformance to the Manufacturer’s Application Data.
- Ad should be proofed on Publication grade stock except for More, Traditional Home, Special Interest Magazine Bookazines and commercial work which should be proofed on Commercial grade stock.
- Proofing systems requiring line screens:
 - Publication Grade Stock – use 133 line
 - Commercial Grade Stock use 150 line

If the above guidelines are not met, the color and quality of print reproduction may vary. Proofs that are not SWOP compliant will be referenced for content only. Meredith will try to achieve a reasonable match to the supplied proof.

Meredith Corporation is a member of DDAP Association and subscribers to and supports all digital exchange standards developed by CGATS/SC6, the accredited graphic arts standards committee.

Parents

MECHANICAL REQUIREMENTS

Trim Size: 7-7/8" x 10-1/2"

UNIT SIZE	NON BLEED	BLEED	BLEED LIVE AREA	TRIM
	Width x Length	Width x Length	Width x Length	Width x Length
<i>Spread</i>	15-1/4" x 10"	16" x 10-3/4"	15-1/4" x 10"	15-3/4" x 10-1/2"
<i>Page</i>	7-3/8" x 10"	8-1/8" x 10-3/4"	7-3/8" x 10"	7-7/8" x 10-1/2"
<i>2/3 Vertical</i>	4-3/4" x 10"	5-1/4" x 10-3/4"	4-1/2" x 10"	5" x 10-1/2"
<i>2/3 Horizontal</i>	7-1/4" x 6-1/2"	8-1/8" x 7"	7-1/4" x 6-1/4"	7-7/8" x 6-3/4"
<i>Digest</i>	4-3/4" x 7"	5-1/4" x 7-1/2"	4-1/2" x 6-3/4"	5" x 7-1/4"
<i>1/2 Vertical</i>	3-1/2" x 10"	4-1/8" x 10-3/4"	3-3/8" x 10"	3-7/8" x 10-1/2"
<i>1/2 Horizontal</i>	7-1/4" x 4-7/8"	8-1/8" x 5-3/8"	7-1/4" x 4-5/8"	7-7/8" x 5-1/8"
<i>1/2 Horz Spread</i>	15-1/4" x 4-7/8"	16" x 5-3/8"	15-1/4" x 4-5/8"	15-3/4" x 5-1/8"
<i>1/3 Vertical</i>	2-1/4" x 10"	2-7/8" x 10-3/4"	2-1/8" x 10"	2-5/8" x 10-1/2"
<i>1/3 Square</i>	4-3/4" x 4-7/8"	5-1/4" x 5-3/8"	4-1/2" x 4-5/8"	5" x 5-1/8"
<i>1/6 Vertical</i>	2-1/4" x 4-7/8"	Not Available		
<i>1/6 Horizontal</i>	4-5/8" x 2-3/8"	Not Available		
<i>1/12</i>	2-1/4" x 2-3/8"	Not Available		

Material Requirements: Digital (see next page)

Proof Requirements: See next page, address available through Meredith Ad Express address below.

Submit FILES via **MEREDITH AD EXPRESS** powered by SendMyAd.

To Join go to: <https://meredith.sendmyad.com>

NOTE: When establishing an account please observe the Minimum Requirements to avoid processing errors.

For Material Extensions

or

Production Questions Contact:

Dee Gurnsey

Phone: 515-284-2133

Email: dee.gurnsey@meredith.com

Fax: 515-284-2709





Digital Ad Specs

File Formats:

- Preferred format: PDF/X-1A
- Acceptable format: PDF

For instructions on how to create a PDF go to – sendmyad.com –under HOME - select DASHBOARD – select VIEW FAQs.

File Resolution Requirements:

- Vector (PDF/X-1A, PDF)
- 300 dpi/2400 dpi for Line Work

Retention of Materials:

Materials for all processes will be held for one year then destroyed, unless otherwise notified.

File Submission Site:

Submit FILES via **Meredith Ad Express**

To Join go to: <https://meredith.sendmyad.com>

NOTE: When establishing an account please observe the Minimum Requirements to avoid processing errors.

Live Matter Requirements:

- Set the offset setting to .167 when creating PDF/X-1A files so the standard trim, bleed and center marks are included but not in the “live” image area or “bleed” area.
- Single page ads should be built to 100% trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8” beyond trim. Keep live matter in a minimum of 1/4” inside trim dimensions.
- Partial page ads should be built to 100% of their actual trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8” beyond trim. Keep live matter a minimum of 1/4” inside trim dimensions.
- All non-bleeds ads should be built to 100% of the non-bleed specs.
- All Bleed Ads – Keep live matter a minimum of 3/8” inside the bleed dimensions on all four sides.
- Spread Ads: Keep live matter 1/4” away from either side of center or 1/2” total across the gutter. For spread ads with a headline crossing over the gutter, contact production department if the visual spacing between words or letter is critical.

NOTE:

New files are required for ads that need type changes such as key-codes, addresses, phone numbers, etc. A corresponding color contract proof is required to show these changes.

File specifications/General Guidelines:

- Do not apply style attributes to basic fonts.
- Include and/or embed all fonts, images/scans, logos and artwork.
- Do not nest PDF files in other PDF files.
- Do not nest EPS files in other EPS files.
- Use of illegal characters in file names will not be accepted. (example: &, /, -, ~, %, () #, ' , \$ etc or anything after the extension).
- Limit File Name to 24 characters INCLUDING the extension.
- On 4/C ads, Pantone colors, other spot colors, and non-CMYK elements must be converted to CMYK.
- Four color solids should not exceed SWOP density of 300%.
- To create a rich black use 100% K and 60% C.
- Color type, reverse type and/or line art should not be less than .007 at the thinnest part of the character. Single color type should be no less than .004 at the thinnest part of the character.
- To avoid low-res (soft type) or 4/c black type, type should be built in Quark, Indesign or Illustrator and not within Photoshop.
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters. Where practical and not detrimental to the appearance of the job, make the type in the subordinate colors slightly larger to minimize register problems on the production press.
- All supplied materials intended for use in Meredith publications must be properly trapped and, when possible, image trapping should be represented in the accompanying SWOP proofs.

Rotogravure Titles:

Better Homes & Gardens, Ladies Home Journal & More magazines will require a 5% minimum dot to print the highlight areas & square-up on edges. Fade off dot is 3%

Proof Requirements: *Advertiser understands that if they do not supply a SWOP certified color proof with color bars or if they supply a color laser proof that Meredith cannot guarantee a color match to the supplied proof and will print to the supplied file.*

- Supply a minimum of **TWO** composite SWOP certified proofs for color – American Baby requires **THREE**.
- Proofs must be made from supplied file.
- Proofs must be 100% of size.
- Proofs must be SWOP certified.
- For an up-to-date list of SWOP approved color proofs, please visit: www.swop.org.
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 - Solid overprint.
 - At least one gray balance patch (cyan-50%, magenta and yellow 39%).
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 - Publication Grade Stock – use 133 line
 - Commercial Grade Stock use 150 line

If the above guidelines are not met, the color and quality of print reproduction may vary. Proofs that are not SWOP compliant will be referenced for content only. Meredith will try to achieve a reasonable match to the supplied proof.

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MECHANICAL REQUIREMENTS

Trim Size: 7-7/8" x 10-1/2"

UNIT SIZE	NON BLEED	BLEED	BLEED LIVE AREA	TRIM
	Width x Length	Width x Length	Width x Length	Width x Length
<i>Spread</i>	15-1/4" x 10"	16" x 10-3/4"	15-1/4" x 10"	15-3/4" x 10-1/2"
<i>Page</i>	7-3/8" x 10"	8-1/8" x 10-3/4"	7-3/8" x 10"	7-7/8" x 10-1/2"
<i>2/3 Vertical</i>	4-3/4" x 10"	5-1/4" x 10-3/4"	4-1/2" x 10"	5" x 10-1/2"
<i>2/3 Horizontal</i>	7-1/4" x 6-1/2"	8-1/8" x 7"	7-1/4" x 6-1/4"	7-7/8" x 6-3/4"
<i>Digest</i>	4-3/4" x 7"	5-1/4" x 7-1/2"	4-1/2" x 6-3/4"	5" x 7-1/4"
<i>1/2 Vertical</i>	3-1/2" x 10"	4-1/8" x 10-3/4"	3-3/8" x 10"	3-7/8" x 10-1/2"
<i>1/2 Horizontal</i>	7-1/4" x 4-7/8"	8-1/8" x 5-3/8"	7-1/4" x 4-5/8"	7-7/8" x 5-1/8"
<i>1/2 Horz Spread</i>	15-1/4" x 4-7/8"	16" x 5-3/8"	15-1/4" x 4-5/8"	15-3/4" x 5-1/8"
<i>1/3 Vertical</i>	2-1/4" x 10"	2-7/8" x 10-3/4"	2-1/8" x 10"	2-5/8" x 10-1/2"
<i>1/3 Square</i>	4-3/4" x 4-7/8"	5-1/4" x 5-3/8"	4-1/2" x 4-5/8"	5" x 5-1/8"
<i>1/6 Vertical</i>	2-1/4" x 4-7/8"	Not Available		
<i>1/6 Horizontal</i>	4-5/8" x 2-3/8"	Not Available		
<i>1/12</i>	2-1/4" x 2-3/8"	Not Available		

Material Requirements: Digital (see next page)

Proof Requirements: See next page, address available through Meredith Ad Express address below.

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NOTE: When establishing an account please observe the Minimum Requirements to avoid processing errors.

**For Material Extensions
or
Production Questions Contact:
See attached list for contact person**

Phone: 515-284-see attached sheet

Email: see attached sheet

Fax: 515-284-2709



MECHANICAL REQUIREMENTS

Trim Size: 8-1/4" x 10-7/8"

UNIT SIZE	NON BLEED	BLEED	BLEED LIVE AREA	TRIM
	Width x Length	Width x Length	Width x Length	Width x Length
<i>Spread</i>	16" x 10-3/8"	16-3/4" x 11-1/8"	16" x 10-3/8"	16-1/2" x 10-7/8"
<i>Page</i>	7-3/4" x 10-3/8"	8-1/2" x 11-1/8"	7-3/4" x 10-3/8"	8-1/4" x 10-7/8"
<i>2/3 Vertical</i>	5" x 10-3/8"	5-1/2" x 11-1/8"	4-3/4" x 10-3/8"	5-1/4" x 10-7/8"
<i>2/3 Horizontal</i>	7-3/4" x 6-3/4"	8-1/2" x 7-1/4"	7-3/4" x 6-1/2"	8-1/4" x 7"
<i>Digest</i>	5" x 7"	5-1/2" x 7-1/2"	4-3/4" x 6-3/4"	5-1/4" x 7-1/4"
<i>1/2 Vertical</i>	3-3/4" x 10-3/8"	4-1/4" x 11-1/8"	3-1/2" x 10-3/8"	4- x 10-7/8"
<i>1/2 Horizontal</i>	7-3/4" x 5"	8-1/2" x 5-5/8"	7-3/4" x 4-7/8"	8-1/4" x 5-3/8"
<i>1/2 Horz Spread</i>	16" x 5"	16-3/4" x 5-5/8"	16" x 4-7/8"	16-1/2" x 5-3/8"
<i>1/3 Vertical</i>	2-3/8" x 10-3/8"	3" x 11-1/8"	2-1/4" x 10-3/8"	2-3/4" x 10-7/8"
<i>1/3 Square</i>	5" x 5"	5-1/2" x 5-5/8"	4-3/4" x 4-7/8"	5-1/4" x 5-3/8"
<i>1/6 Vertical</i>	2-1/4" x 4-7/8"	Not Available		
<i>1/6 Horizontal</i>	4-5/8" x 2-3/8"	Not Available		
<i>1/12</i>	2-1/4" x 2-3/8"	Not Available		

Material Requirements: Digital (see next page)

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For Material Extensions

or

Production Questions Contact:

See attached list for contact person

Phone: 515-284-see attached list

Email: [see attached list](#)

Fax: 515-284-2709





Digital Ad Specs

File Formats:

- Preferred format: PDF/X-1A
- Acceptable format: PDF

For instructions on how to create a PDF go to – sendmyad.com –under HOME - select DASHBOARD – select VIEW FAQs.

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- Vector (PDF/X-1A, PDF)
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Better Homes & Gardens, Ladies Home Journal & More magazines will require a 5% minimum dot to print the highlight areas & square-up on edges. Fade off dot is 3%

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 - Publication Grade Stock – use 133 line
 - Commercial Grade Stock use 150 line

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SIM Titles Ad Production Supervisor Assignments & Backups

*****Dept. Fax: 515-284-2709; Email Addresses: first name.last name@meredith.com*****

4/15/2009 Sorted by Title

Title	Name	Phone	Backup
Additions	Jessica Boltnar	515-284-2225	Kyle Dirks x2912
All BYH Titles	Jennifer Joanning	515-284-2407	Dee Gurnsey x2516
All Creative Collection Titles	Jennifer Joanning	515-284-2407	Dee Gurnsey x2516
All Food Titles	Jennifer Joanning	515-284-2407	Dee Gurnsey x2516
Beautiful Baths	Angela Horstman	515-284-3583	Ryan Petersen x2869
Beautiful Flooring	Jessica Stites	515-284-3643	Angela Horstman x3583
Beautiful Homes	Kim Day	515-284-2447	Kyle Dirks x2912
Beautiful Kitchens	Kyle Dirks	515-284-2912	Kim Day x2447
Before & After	Kyle Dirks	515-284-2912	Kim Day x2447
Color Made Easy	Angela Horstman	515-284-3583	Ryan Petersen x2869
Cottage Style	Angela Horstman	515-284-3583	Ryan Petersen x2869
Country French Decorating	Jennifer Joanning	515-284-2407	Dee Gurnsey x2516
Country Gardens	Katie Tuttle	515-284-3531	Pam Hutchcroft x3210
Deck Pool & Patio	Ryan Petersen	515-284-2869	Jessica Boltnar x2225
Decks	Ryan Petersen	515-284-2869	Jessica Boltnar x2225
Décor	Katie Tuttle	515-284-3531	Pam Hutchcroft x3210
Decorating	Kyle Dirks	515-284-2912	Kim Day x2447
Do It Yourself	Jennifer Joanning	515-284-2407	Dee Gurnsey x2516
Dream Baths	Katie Tuttle	515-284-3531	Pam Hutchcroft x3210
Dream Cottage Gardens	Katie Tuttle	515-284-3531	Pam Hutchcroft x3210
Dream Garden Rooms	Katie Tuttle	515-284-3531	Pam Hutchcroft x3210
Dream Gardens Across America	Katie Tuttle	515-284-3531	Pam Hutchcroft x3210
Dream Kitchens	Katie Tuttle	515-284-3531	Pam Hutchcroft x3210
Dream Landscapes	Katie Tuttle	515-284-3531	Pam Hutchcroft x3210
Elegant Homes	Kyle Dirks	515-284-2912	Kim Day x2447
Exteriors	Kyle Dirks	515-284-2912	Kim Day x2447
Garden Beds & Borders	Katie Tuttle	515-284-3531	Pam Hutchcroft x3210
Garden Ideas	Katie Tuttle	515-284-3531	Pam Hutchcroft x3210
Great Kitchen & Bath Ideas	Jessica Stites	515-284-3643	Angela Horstman x3583
Home Bookazine (TBD)	Mary Arnold	515-284-3734	Dee Gurnsey x2516
Kitchen & Bath Ideas	Kim Day	515-284-2447	Kyle Dirks x2912
Kitchen & Bath Ideas Prod Gd	Jessica Stites	515-284-3643	Angela Horstman x3583
Kitchen & Bath Makeovers	Kyle Dirks	515-284-2912	Kim Day x2447
Landscape Solutions	Katie Tuttle	515-284-3531	Pam Hutchcroft x3210
Lighting	Katie Tuttle	515-284-3531	Pam Hutchcroft x3210
Lofts and Condos	Katie Tuttle	515-284-3531	Pam Hutchcroft x3210
Nature's Garden	Katie Tuttle	515-284-3531	Pam Hutchcroft x3210
On the Water Homes	Katie Tuttle	515-284-3531	Pam Hutchcroft x3210
Outdoor Rooms	Kyle Dirks	515-284-2912	Kim Day x2447
Remodel	Angela Horstman	515-284-3583	Mary Arnold x3734
Renovation Style	Kim Day	515-284-2447	Kyle Dirks x2912
Secrets of Getting Organized	Kim Day	515-284-2447	Kyle Dirks x2912
Storage	Angela Horstman	515-284-3583	Ryan Petersen x2869
Tuscan Style	Angela Horstman	515-284-3583	Ryan Petersen x2869
Weekend Homes	Mary Arnold	515-284-3734	Dee Gurnsey x2516



MECHANICAL REQUIREMENTS

Trim Size: 7-7/8" x 10-1/2"

UNIT SIZE	NON BLEED	BLEED	BLEED LIVE AREA	TRIM
	Width x Length	Width x Length	Width x Length	Width x Length
<i>Spread</i>	15-1/4" x 10"	16" x 10-3/4"	15-1/4" x 10"	15-3/4" x 10-1/2"
<i>Page</i>	7-3/8" x 10"	8-1/8" x 10-3/4"	7-3/8" x 10"	7-7/8" x 10-1/2"
<i>2/3 Vertical</i>	4-3/4" x 10"	5-1/4" x 10-3/4"	4-1/2" x 10"	5" x 10-1/2"
<i>2/3 Horizontal</i>	7-1/4" x 6-1/2"	8-1/8" x 7"	7-1/4" x 6-1/4"	7-7/8" x 6-3/4"
<i>Digest</i>	4-3/4" x 7"	5-1/4" x 7-1/2"	4-1/2" x 6-3/4"	5" x 7-1/4"
<i>1/2 Vertical</i>	3-1/2" x 10"	4-1/8" x 10-3/4"	3-3/8" x 10"	3-7/8" x 10-1/2"
<i>1/2 Horizontal</i>	7-1/4" x 4-7/8"	8-1/8" x 5-3/8"	7-1/4" x 4-5/8"	7-7/8" x 5-1/8"
<i>1/2 Horz Spread</i>	15-1/4" x 4-7/8"	16" x 5-3/8"	15-1/4" x 4-5/8"	15-3/4" x 5-1/8"
<i>1/3 Vertical</i>	2-1/4" x 10"	2-7/8" x 10-3/4"	2-1/8" x 10"	2-5/8" x 10-1/2"
<i>1/3 Square</i>	4-3/4" x 4-7/8"	5-1/4" x 5-3/8"	4-1/2" x 4-5/8"	5" x 5-1/8"
<i>1/6 Vertical</i>	2-1/4" x 4-7/8"	Not Available		
<i>1/6 Horizontal</i>	4-5/8" x 2-3/8"	Not Available		
<i>1/12</i>	2-1/4" x 2-3/8"	Not Available		

Material Requirements: Digital (see next page)

Proof Requirements: See next page, address available through Meredith Ad Express address below.

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To Join go to: <https://meredith.sendmyad.com>

NOTE: When establishing an account please observe the Minimum Requirements to avoid processing errors.

For Material Extensions

or

Production Questions Contact:

Jessica Boltnar

Phone: 515-284-2225

Email: jessica.boltnar@meredith.com

Fax: 515-284-2709





Digital Ad Specs

File Formats:

- Preferred format: PDF/X-1A
- Acceptable format: PDF

For instructions on how to create a PDF go to – sendmyad.com –under HOME - select DASHBOARD – select VIEW FAQs.

File Resolution Requirements:

- Vector (PDF/X-1A, PDF)
- 300 dpi/2400 dpi for Line Work

Retention of Materials:

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File Submission Site:

Submit FILES via **Meredith Ad Express**

To Join go to: <https://meredith.sendmyad.com>

NOTE: When establishing an account please observe the Minimum Requirements to avoid processing errors.

Live Matter Requirements:

- Set the offset setting to .167 when creating PDF/X-1A files so the standard trim, bleed and center marks are included but not in the “live” image area or “bleed” area.
- Single page ads should be built to 100% trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8” beyond trim. Keep live matter in a minimum of 1/4” inside trim dimensions.
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- All non-bleeds ads should be built to 100% of the non-bleed specs.
- All Bleed Ads – Keep live matter a minimum of 3/8” inside the bleed dimensions on all four sides.
- Spread Ads: Keep live matter 1/4” away from either side of center or 1/2” total across the gutter. For spread ads with a headline crossing over the gutter, contact production department if the visual spacing between words or letter is critical.

NOTE:

New files are required for ads that need type changes such as key-codes, addresses, phone numbers, etc. A corresponding color contract proof is required to show these changes.

File specifications/General Guidelines:

- Do not apply style attributes to basic fonts.
- Include and/or embed all fonts, images/scans, logos and artwork.
- Do not nest PDF files in other PDF files.
- Do not nest EPS files in other EPS files.
- Use of illegal characters in file names will not be accepted. (example: &, /, -, ~, %, () #, ' , \$ etc or anything after the extension).
- Limit File Name to 24 characters INCLUDING the extension.
- On 4/C ads, Pantone colors, other spot colors, and non-CMYK elements must be converted to CMYK.
- Four color solids should not exceed SWOP density of 300%.
- To create a rich black use 100% K and 60% C.
- Color type, reverse type and/or line art should not be less than .007 at the thinnest part of the character. Single color type should be no less than .004 at the thinnest part of the character.
- To avoid low-res (soft type) or 4/c black type, type should be built in Quark, Indesign or Illustrator and not within Photoshop.
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters. Where practical and not detrimental to the appearance of the job, make the type in the subordinate colors slightly larger to minimize register problems on the production press.
- All supplied materials intended for use in Meredith publications must be properly trapped and, when possible, image trapping should be represented in the accompanying SWOP proofs.

Rotogravure Titles:

Better Homes & Gardens, Ladies Home Journal & More magazines will require a 5% minimum dot to print the highlight areas & square-up on edges. Fade off dot is 3%

Proof Requirements: *Advertiser understands that if they do not supply a SWOP certified color proof with color bars or if they supply a color laser proof that Meredith cannot guarantee a color match to the supplied proof and will print to the supplied file.*

- Supply a minimum of **TWO** composite SWOP certified proofs for color – American Baby requires **THREE**.
- Proofs must be made from supplied file.
- Proofs must be 100% of size.
- Proofs must be SWOP certified.
- For an up-to-date list of SWOP approved color proofs, please visit: www.swop.org.
- Color bars are required on all analog or digital halftone proofs.
- Color bars should be include:
 - SWOP color bars at 100% size as found on SWOP website (above).
 - A solid and 25%, 50% and 75% tints of each process color.
 - Solid overprint.
 - At least one gray balance patch (cyan-50%, magenta and yellow 39%).
 - Two-color overprints at 25%, 50% and 75% as also recommended.
 - The color bar can be a GCA/GATF Proof Comparator, or a GATF/SWOP Proofing Bar or digital equivalent.
- Proofs must indicate the proofing product or system used, prepress supplier contacts and information showing conformance to the Manufacturer’s Application Data.
- Ad should be proofed on Publication grade stock except for More, Traditional Home, Special Interest Magazine Bookazines and commercial work which should be proofed on Commercial grade stock.
- Proofing systems requiring line screens:
 - Publication Grade Stock – use 133 line
 - Commercial Grade Stock use 150 line

If the above guidelines are not met, the color and quality of print reproduction may vary. Proofs that are not SWOP compliant will be referenced for content only. Meredith will try to achieve a reasonable match to the supplied proof.

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SER Padres

MECHANICAL REQUIREMENTS

Trim Size: 7-7/8" x 10-1/2"

UNIT SIZE	NON BLEED	BLEED	BLEED LIVE AREA	TRIM
	Width x Length	Width x Length	Width x Length	Width x Length
<i>Spread</i>	15-1/4" x 10"	16" x 10-3/4"	15-1/4" x 10"	15-3/4" x 10-1/2"
<i>Page</i>	7-3/8" x 10"	8-1/8" x 10-3/4"	7-3/8" x 10"	7-7/8" x 10-1/2"
<i>2/3 Vertical</i>	4-3/4" x 10"	5-1/4" x 10-3/4"	4-1/2" x 10"	5" x 10-1/2"
<i>2/3 Horizontal</i>	7-1/4" x 6-1/2"	8-1/8" x 7"	7-1/4" x 6-1/4"	7-7/8" x 6-3/4"
<i>Digest</i>	4-3/4" x 7"	5-1/4" x 7-1/2"	4-1/2" x 6-3/4"	5" x 7-1/4"
<i>1/2 Vertical</i>	3-1/2" x 10"	4-1/8" x 10-3/4"	3-3/8" x 10"	3-7/8" x 10-1/2"
<i>1/2 Horizontal</i>	7-1/4" x 4-7/8"	8-1/8" x 5-3/8"	7-1/4" x 4-5/8"	7-7/8" x 5-1/8"
<i>1/2 Horz Spread</i>	15-1/4" x 4-7/8"	16" x 5-3/8"	15-1/4" x 4-5/8"	15-3/4" x 5-1/8"
<i>1/3 Vertical</i>	2-1/4" x 10"	2-7/8" x 10-3/4"	2-1/8" x 10"	2-5/8" x 10-1/2"
<i>1/3 Square</i>	4-3/4" x 4-7/8"	5-1/4" x 5-3/8"	4-1/2" x 4-5/8"	5" x 5-1/8"
<i>1/6 Vertical</i>	2-1/4" x 4-7/8"	Not Available		
<i>1/6 Horizontal</i>	4-5/8" x 2-3/8"	Not Available		
<i>1/12</i>	2-1/4" x 2-3/8"	Not Available		

Material Requirements: Digital (see next page)

Proof Requirements: See next page, address available through Meredith Ad Express address below.

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For Material Extensions

or

Production Questions Contact:

Jessica Boltnar

Phone: 515-284-2225

Email: jessica.boltnar@meredith.com

Fax: 515-284-2709





Digital Ad Specs

File Formats:

- Preferred format: PDF/X-1A
- Acceptable format: PDF

For instructions on how to create a PDF go to – sendmyad.com –under HOME - select DASHBOARD – select VIEW FAQs.

File Resolution Requirements:

- Vector (PDF/X-1A, PDF)
- 300 dpi/2400 dpi for Line Work

Retention of Materials:

Materials for all processes will be held for one year then destroyed, unless otherwise notified.

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Rotogravure Titles:

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- Proofing systems requiring line screens:
 - Publication Grade Stock – use 133 line
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TRADITIONAL HOME

MECHANICAL REQUIREMENTS

Trim Size: 8-3/8" x 10-7/8"

UNIT SIZE	NON BLEED	BLEED	BLEED LIVE AREA	TRIM
	Width x Length	Width x Length	Width x Length	Width x Length
<i>Spread</i>	16-1/4" x 10-3/8"	17" x 11-1/8"	16-1/4" x 10-3/8"	16-3/4" x 10-7/8"
<i>Page</i>	7-7/8" x 10-3/8"	8-5/8" x 11-1/8"	7-7/8" x 10-3/8"	8-3/8" x 10-7/8"
<i>2/3 Vertical</i>	5" x 10-3/8"	5-5/8" x 11-1/8"	4-7/8" x 10-3/8"	5-3/8" x 10-7/8"
<i>2/3 Horizontal</i>	7-3/4" x 6-3/4"	8-5/8" x 7-1/4"	7-3/4" x 6-1/2"	8-3/8" x 7"
<i>Digest</i>	5" x 7"	5-5/8" x 7-1/2"	4-7/8" x 6-3/4"	5-3/8" x 7-1/4"
<i>1/2 Vertical</i>	3-3/4" x 10-3/8"	4-3/8" x 11-1/8"	3-5/8" x 10-3/8"	4-1/8" x 10-7/8"
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<i>1/2 Horz Spread</i>	16-1/4" x 5"	17" x 5-5/8"	16-1/4" x 4-7/8"	16-3/4" x 5-3/8"
<i>1/3 Vertical</i>	2-3/8" x 10-3/8"	3" x 11-1/8"	2-1/4" x 10-3/8"	2-3/4" x 10-7/8"
<i>1/3 Square</i>	5" x 5"	5-5/8" x 5-5/8"	4-7/8" x 4-7/8"	5-3/8" x 5-3/8"
<i>1/6 Vertical</i>	2-1/4" x 4-7/8"	Not Available		
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or
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Kim Day

Phone: 515-284-2447

Email: kim.day@meredith.com

Fax: 515-284-2709





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