

Hadassah Magazine

Display Advertising Mechanical Requirements

PRINTING: Web offset. SWOP standards apply.

PUBLICATION TRIM SIZE: 7 7/8" x 10 1/2" (add 1/8" for bleed on all sides)

BINDING METHOD: Saddle stitched

STANDARD UNIT SIZE IN INCHES:

Page Unit	Non-Bleed, Width x Height	Bleed, Width x Height
Full Page	7 x 10	8 1/8 x 10 3/4
2/3 page	4 1/2 x 9 1/2	5 1/8 x 10 3/4
1/2 page (vertical)	3 5/16 x 9 1/2	3 15/16 x 10 3/4
1/2 page (horizontal)	6 7/8 x 4 3/4	8 1/8 x 5 1/2
1/2 page (island)	4 1/2 x 7	5 1/8 x 7 5/8
1/3 page (vertical)	2 1/8 x 9 1/2	2 3/4 x 10 3/4
1/3 page (square)	4 1/2 x 4 5/8	5 1/8 x 5 3/8
1/4 page	4 1/2 x 3 5/8	
1/6 page (vertical)	2 1/8 x 4 5/8	
1/6 page (horizontal)	4 1/2 x 2 3/16	

Keep live matter 1/4" or more from all trims, including gutter. 1/8" Bleed included in Bleed Sizes above.

DIGITAL ELECTRONIC AD SPECIFICATIONS (PREFERRED): Press-quality PDF, Quark Xpress, Pagemaker, InDesign, Illustrator (NOTE: to insure reliable output always 'Create Outlines' when using fonts in Illustrator), Photoshop. **Resolution must be 300 dpi or greater.**

ROTATION OF COLORS: Black, Cyan, Magenta, Yellow

PROOFS:

Color Advertising: We require Kodak approvals, Iris or similar. At Advertiser's request, *Hadassah Magazine* will pull a SWOP-approved color guide. Please contact Ad Manager for cost details. Laser proofs will be used for content only and are not SWOP-acceptable for color quality.

INKING: Proofing should be done with inks matched to AAAA/MPA standard offset 4-color process inks. See current SWOP standard references for more information.

SCREEN: 133 suggested

LATE ADS: Publisher will not be responsible for reproduction of advertising material that is received late or does not conform to *Hadassah Magazine's* mechanical specifications or SWOP standards. Late ads may be subject to a late charge.

MAILING INSTRUCTIONS: Send all production materials with printing instructions, including cover date, to: **Hadassah Magazine**, Carol Davis, (212) 451-6283 or cdavis@hadassah.org, or Randi Sherman, (212) 451-6221 or rsherman@hadassah.org.

Advertising materials will be stored for a period of 3 months unless otherwise requested.