

2024 MARKETPLACE REQUIREMENTS

MARKETPLACE DIMENSIONS

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

MATERIAL REQUIREMENTS

MATERIALS

Magazine Printed by Web Offset

Binding: Perfect

Line Screen: 150

Ink Density: 300PPI

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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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.