

WTWH Media Ad Specification REGULAR ISSUES

Ad Size	Ad Shape	Bleed	Trim	Live/Non-bleed
Full Page	Full Page	9 1/4" x 11 1/8"	9" x 10 7/8"	8 1/2" x 10 3/8"
1/2 Page	1/2 Vertical	4 5/8" x 11 1/8"	4 3/8" x 10 7/8"	3 7/8" x 10 3/8"
	1/2 Island	5 3/8" x 8 5/8"	5 1/8" x 8 3/8"	4 5/8" x 7 7/8"
	1/2 Horizontal	9 1/4" x 5 1/2"	9" x 5 1/4"	8 1/2" x 4 3/4"
1/4 Page	1/4 Square	n/a	n/a	4" x 4 3/4"
1/3 Page	1/3 Vertical	3 1/4" x 11 1/8"	3" x 10 7/8"	2 1/2" x 10 3/8"
	1/3 Square	5 3/8" x 5 1/2"	5 1/8" x 5 1/4"	4 5/8" x 4 3/4"
	1/3 Horizontal	9 1/4" x 3 7/8"	9" x 3 5/8"	8 1/2" x 3 1/8"
2/3 Page	2/3 Vertical	5 3/8" x 11 1/8"	5 1/8" x 10 7/8"	4 5/8" x 10 3/8"
1/3 Page Spread	1/3 Horizontal Spread	18 1/4" x 3 7/8"	18" x 3 5/8"	17 1/2" x 3 1/8"
1/2 Page Spread	1/2 Horizontal Spread	18 1/4" x 5 1/2"	18" x 5 1/4"	17 1/2" x 4 3/4"
Two-Page Spread	Two-Page Spread	18 1/4" x 11 1/8"	18" x 10 7/8"	17 1/2" x 10 3/8"

Please submit ads via the WTWH Ad Portal at <http://ads.wtwhmedia.com/>

Proof

Client will receive via email a digital proof and pre-flight report after submission to the WTWH Ad Portal. Client also has the option to submit a SWOP 3 certified proof via mail, as well. By choosing not to supply a SWOP 3 certified proof, the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If sending a SWOP certified proof, mail to:

Design World, Attention: Mark Rook, 6555 Carnegie Ave, Cleveland, OH 44103

Questions

For ad production questions, please contact:
Mary Heideloff, Traffic Manager, (216) 536.1630
mheideloff@wtwhmedia.com.

Printing Process: Offset, computer-to-plate (CTP)
Binding Method: Perfect bound

Media

File format: Ads must be PDF/X-1a files
Fonts: Embed all fonts
Color space: CMYK
Resolution: 300 dpi

Artwork submitted is assumed that color, images, and copy are proofed and correct from client. Any necessary artwork or copy preparation may be billed to advertiser.

Live (Safety) and Bleed

Keep all live items (not intended to trim) 1/4" inside trim edges. If an ad is designed to bleed to the edge, an 1/8" bleed is required outside of trim. Please make sure to output the pdf accordingly to include the bleed, as this is generally not the default setting.

