

# ADVERTISING specifications

EFFECTIVE JANUARY 1, 2008



## Edward Burns

GROUP PUBLISHER  
**201-782-5306**  
 edward.burns@wainscotmedia.com

## Doug Barker

REGIONAL ADVERTISING DIRECTOR  
**201-573-5557**  
 doug.barker@wainscotmedia.com

### AD SIZES (W X H):

Space	Non-bleed	Bleed trim	Bleed art
Full page	7.325" x 10.375"	8.375" x 10.875"	8.625" x 11.125"
2/3 page vertical	4.63" x 10.375"	NA	NA
1/2 page horizontal	7.325" x 5"	NA	NA
1/2 page vertical	3.47" x 10.375"	NA	NA
1/3 page square	4.63" x 5"	NA	NA
1/3 page vertical	2.33" x 10.375"	NA	NA
1/4 page	3.47" x 5"	NA	NA

**Magazine trim size:** 8.375" x 10.875"

**Safety:** For full-page ads, safety is 0.25" from trim and 0.8" from inside gutter.

**Printing and binding process:** Web offset; perfect bound.

**Paper stock:** 8 pt. gloss coated cover; 60# gloss coated text.

**Material requirements:** *Health & Life* accepts digital files only. All digital files must be accompanied by one set of high-quality color proofs.

### Digital requirements:

- Files will be accepted on the following media: CD-ROM or DVD.
- Material submitted on disk may be in either IBM or Mac format.
- File formats accepted are: QuarkXPress, Illustrator, Freehand, Photoshop or InDesign.
- All printer and screen fonts must be included on disk.
- Graphic file formats accepted are: Adobe Acrobat PDF, Photoshop Tiff or EPS.
- All images should be saved as CMYK at 300dpi. Otherwise, RGB color will be converted to CMYK for printing, and the advertiser will be charged \$50 for file conversion.
- Line art should be saved at a minimum of 1200dpi to avoid jagged edges.
- For proper trapping in the computer-to-plate process, all image backgrounds must be set to "NONE."

**Materials produced by Publisher:** At the advertiser's request, *Health & Life* will produce mechanicals and/or offset film. Cost will vary according to ad size, color and complexity. Call 201-505-5899 for details.

### GENERAL INFORMATION

**Copy restrictions:** Publisher reserves the right, at its absolute discretion and at any time, to reject advertising materials. Advertisements that simulate editorial content must be clearly labeled ADVERTISEMENT.

**Copy responsibility:** Advertisers are solely responsible for the content of their advertisements placed and printed. Publisher accepts no responsibility for typographical errors.

**Position guarantees:** Position is guaranteed for covers only.

**Shipping:** Space contracts, insertion orders, camera-ready copy and proofs should be addressed to:

Advertising Production, Wainscot Media  
 110 Summit Avenue, Montvale, NJ 07645  
 201-505-5899  
 e-mail: thomas.ragusa@wainscotmedia.com



110 SUMMIT AVENUE  
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### THE GOOD LIVING & HOME DESIGN MAGAZINES OF NEW JERSEY & NEW YORK

