

ADVERTISING specifications

EFFECTIVE JANUARY 1, 2009



Edward Burns

GROUP PUBLISHER
201-782-5306
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Doug Barker

REGIONAL ADVERTISING DIRECTOR
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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



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