

MECHANICAL REQUIREMENTS

BINDING METHOD

Saddle Stitch

PRINTING PROCESS

Web Offset

| | BLEED | TRIM | LIVE |
|-----------|-----------------|----------------|---------------|
| FULL PAGE | 8.125" x 10.75" | 7.875" x 10.5" | 7.375" x 10" |
| SPREAD | 16" x 10.75" | 15.75" x 10.5" | 15.375" x 10" |

FILE SPECIFICATIONS

- ▶ PDF x-1a: Acrobat 4.0 and up (PDF 1.3 all fonts embedded-use press options)
- ▶ Scanned images must be high resolution (300 dpi), CMYK.
- ▶ Files should not include any spot color, RGB, LAB, or ICC profiles, all spot colors should be converted to CMYK. For specific spot color availability and pricing contact The Week
- ▶ SWOP standards, GATF/SWOP-approved scales, targets and control patches. Include 5%, 25%, 50%, 95% and 100% Cyan, Yellow, Magenta and Black control patches.
- ▶ All files should be uploaded to www.adshuttle.com/theweek

PRODUCTION CONTACT

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