## WTWH MEDIA PRINT AD SPECIFICATIONS

| AD SIZE | AD SHAPE | TRIM | BLEED |
|---|---|---|---|
| Full Page | Full Page | 8-1/2" x 10-7/8" (8.5" x 10.875") | 8-3/4" x 11-1/8" (8.75" x 11.125") |
| 1/2 Page | 1/2 Vertical | 3-5/8" x 10" (3.625" x 10") | N/A |
| | 1/2 Horizontal | 7-1/2" x 4-7/8" (7.5" x 4.875") | N/A |
| | 1/2 Island | 4-7/8" x 8-1/2" (4.875" x 8.5") | N/A |
| 2/3 Page | 2/3 Vertical | 4-7/8" x 10" (4.875" x 10") | N/A |
| 1/3 Page | 1/3 Vertical | 2-3/8" x 10" (2.375" x 10") | N/A |
| | 1/3 Square | 4-7/8" x 4-7/8" (4.875" x 4.875") | N/A |
| | 1/3 Horizontal | 7-1/2" x 3-1/8" - (7.5" x 3.125") | N/A |
| 1/4 Page | 1/4 Square | 3-5/8" x 4-5/8" (3.625" x 4.625") | N/A |
| **ADS PLUS** | | | |
| 1/2 Page | 1/2 Page Spread | 17" x 5-3/8" (17" x 5.375") | 17.25" x 5.625" |
| Full + 1/3 | Full + 1/3 Vertical | 8-1/2" x 10-7/8" ( 8.5" x 10.875") PLUS 2-3/4" x 10-7/8" (2.75" x 10.875") | 8-3/4" x 11-1/8" (8.75" x 11.125") PLUS 3" x 11-1/8" (3" x 11.125") |
| 2-Page Spread | 2-Page Spread | 8-1/2" x 10-7/8" (8.5" x 10.875") (two separate full pages) | 8-3/4" x 11-1/8" (8.75" x 11.125") |

## Please submit ads via the WTWH Ad Portal at **ads.wtwhmedia.com.**

### 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.

### MEDIA
**File format:** Ads must be PDF/X-1a files. Please save PDF as: PDF/X-1a:2001 with the compatibility set to Acrobat 4 (PDF 1.3).
**Fonts:** Embed all fonts
**Color space:** CMYK — Images and colors saved as CMYK, no RGB files and no spot colors or pantones within PDFs.
**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.

### PROOF
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, please contact your Customer Service Representative for details.

### QUESTIONS
For ad production questions, please contact:
Tracy Powers, Customer Service Representative, (440) 452-3449
tpowers@wtwhmedia.com
**Printing Process: Offset, computer-to-plate (CTP)**
**Binding Method: Perfect bound**

### SUPPLEMENT HALF-PAGE TIP SPECS:
1. High resolution logo (preferably ai or eps file)
2. 1 image (3x3, 300 dpi, preferably jpg, eps, tiff, or pdf)
3. 100-125 words of copy (May include title)
4. Contact info (Company Name, website and address and phone # if preferred)