



# SPECS & MECHANICAL REQUIREMENTS

EFFECTIVE AS OF: OCTOBER 2009

## ACCEPTED DIGITAL FILES

PDF-X1A & PDF files: (vector based, not ripped files) Must be composite files (all 4 colors on 1 page). Resolution should be between 200-400 dpi, 300 dpi is preferred. Can be high resolution tiff/eps images, but NO pict or jpeg. Images must be CMYK or grayscale, no RGB files. Must include all fonts (incl. printer fonts and screen fonts): No True Type or Stylized fonts.

## FILE UPLOAD INFORMATION

Us Weekly prefers to receive files digitally via the Wenner Media ad portal. We no longer require ads to be sent on CD. Post ads to the portal using the following address:  
<http://wennermediaads.pmtadvantage.com>

## FOR ALL FILES

All trappings must be included in file. One (1) ad per file only. Right reading, portrait mode, 100% size; no rotations. Standard trim and bleed marks to be included in all separations.

## PLEASE LABEL ALL FILES WITH:

1. Advertiser/Client
2. Production Contact (Name & Ph#)
3. Adv. Agency Contact (Name & Ph#)
4. Vendor Contact
5. Return Address

## PROOF GUIDELINES

**7 Contract Proofs created on publication stock must be supplied with each ad.** Halftone proofs, such as Kodak Approval, Matchprint Digital, Halftone Proofs, Press Proofs and analog matchprints are preferred. Contract proofs must meet SWOP standards and include CMYK color bars. Color or black and white laser proofs will only be accepted as content proofs.

## SHIPPING INFORMATION FOR PROOFS

Send SWOP Certified Proofs made from the file being submitted with a copy of the insertion order and a print out of the email confirmation from the portal attached to:

Hudson Yards  
2501 McGavock Pike  
Suite 1702  
Nashville, TN 37214  
Attn: Jodi Reeves / Edgar Rodriguez

## FOR FURTHER INFORMATION PLEASE VISIT:

[www.wenneradspecs.com](http://www.wenneradspecs.com)

## US WEEKLY PRODUCTION CONTACTS

Mary Parente- *Ad Services Manager*  
Ph: 212-484-4355 Email: [mary.parente@wennermedia.com](mailto:mary.parente@wennermedia.com)

Candice D'Auria- *Ad Services Coordinator*  
Ph: 212-484-1737 Email: [candice.d'auria@wennermedia.com](mailto:candice.d'auria@wennermedia.com)

UNIT	BLEED	TRIM	LIVE (NON BLEED)
PAGE	8" x 10.75"	7.75" x 10.50"	6.875" x 10"
SPREAD	15.75" x 10.75"	15.50" x 10.50"	14.75" x 10"
1/2 HORIZONTAL SPREAD	15.75" x 5.25"	15.50" x 5"	14.75" x 4.75"
2/3 PAGE VERTICAL	5.125" x 10.75"	4.875" x 10.50"	4.50" x 10"
1/2 PAGE VERTICAL	4" x 10.75"	3.75" x 10.50"	3.25" x 10"
1/2 PAGE HORIZONTAL	8" x 5.25"	7.75" x 5"	6.875" x 4.625"
1/3 PAGE VERTICAL	2.875" x 10.75"	2.625" x 10.50"	2" x 10"
1/3 PAGE HORIZONTAL	8" x 3.875"	7.75" x 3.625"	6.875" x 3.375"
1/3 PAGE SQUARE	5.125" x 5.125"	4.875" x 4.875"	4.5" x 4.5"

## BLEED

All ads intended to bleed should have 1/8" of bleed on all four sides

## TRIM SIZE

7.75" x 10.50"

## LIVE AREA

6.875" x 10"

Columns to a page: 3

## GUTTER SAFETY

Headlines- 1/8" (.125") each side of gutter  
Body Text- 1/8" (.125") each side of gutter

## BINDING METHOD

Saddle Stitch

## LINE SCREEN

133 Line Screen

## IMPORTANT NOTE:

When uploading files to the Wenner Media ad portal you must select the correct issue date that the ad is to run in. Also if you cannot send 7 proofs you can choose the option to run without color proofs and accept the waiver on the portal to do so. If you do not send proofs the ad will be matched to SWOP standard. If you have any questions or concerns please call Mary Parente or Candice D'Auria.