

SPACE	BLEED	NON-BLEED	TRIM
FULL PAGE	10.5" X 13.5" 266.7MM X 343MM	9.25" X 12.25" 235MM X 311MM	10" X 13" 254MM X 330MM
2-PAGE SPREAD	20.5" X 13.5" 520.7MM X 343MM	19.25" X 12.25" 489MM X 311MM	20" X 13" 508MM X 330MM
6-COLUMN	15.3312" X 13.5" 389.4MM X 343MM	N/A	14.8312" X 13" 376.71MM X 330MM
1/2 HORIZONTAL		8.3333" X 5.67" 211.66MM X 144MM	N/A
1/2 VERTICAL		4" X 11.9167" 101.6MM X 302.6MM	N/A
1/3 HORIZONTAL		8.3333" X 3.67" 211.6MM X 93MM	N/A
1/3 VERTICAL		2.5833" X 11.9167" 65.6MM X 302.6MM	N/A
1/4 HORIZONTAL		8.3333" X 2.67" 211.66MM X 68MM	N/A
1/4 VERTICAL		1.875" X 11.9167" 47.63MM X 302.6MM	N/A
1/4 SQUARE		4" X 5.67" 101.6MM X 144MM	N/A

LIVE (SAFE) AREA

FOR ALL BLEED ADS: KEEP ALL TYPE AND CRITICAL GRAPHIC INFORMATION .375" (9.5MM) FROM TRIM ON ALL FOUR SIDES.

BLEED PARTIALS, COVERS & SPECIALITY SIZES

STAND-ALONE BACK COVERS: MAILING LABEL IN UPPER RIGHT CORNER ALONG SPINE.

CONTACT PRODUCTION FOR BACK COVER, BLEED PARTIAL AND OTHER SPECIALTY SIZE SPECS AND TEMPLATES.

PRINTING

Web offset (SWOP)
Saddle Stitched
Publication trim size 10" x 13"

MECHANICAL REQUIREMENTS

Bleed ads should have a minimum .25" (6.35mm) bleed on all 4 sides and should include trim indications. Trim indications should be offset by .375" (9.525mm).

SAFETY

All live elements, i.e. type on bleed ads, must be a minimum of 3/8" (.375 inch or 9.525mm) inside the final trim area.

GUTTER SAFETY

3/16" on each side (total 3/8").
Partial ads should be supplied to trim only.

FILE SUBMISSION

All ad submission must be press-ready PDF/X1-a files via the THR ad portal, e-mail, CD or FTP upload.

(FILE NAME SHOULD INCLUDE NAME OF ADVERTISER & ISSUE RUN DATE)

DIGITAL AD REQUIREMENTS

MEDIA

THR prints PDF/X-1a files only. Export setting: ADOBE ACROBAT 6 (1.5) or higher. Quality control depends on properly created PDFs.

DOWNLOAD: THR PDF Ad Export Settings for InDesign at: thr.com/ad/specs or contact: ads@thr.com

All rasterized files must be 300 DPI. CMYK TIFFs must be 100% of final size. Transparencies must be flattened. Line screen is 150 l.p.i.

Allow for 10% press gain when preparing grayscale materials. Maximum ink density: 300 total.

FONTS

Embed all necessary fonts in PDFs.

COLOR

The color space must be CMYK or grayscale. No RGB, LAB or embedded color profiles (such as ICC profiles). No files with PMS colors will be accepted without prior notification.

Otherwise, all PMS colors MUST be converted to CMYK.

Surprinting on Metallic inks will produce muted colors.

Note any special color information on the Contact Proof.

LIABILITY

THR cannot be held responsible for the quality of reproduction if these specifications are not adhered to.

Ads received after deadline may not publish in the desired issue.

THR will not be held responsible for changes the THR Production department must make to any ad that is inadequate or fails to adhere to THR Digital Ad Specifications.

THR is not liable for the final output if no Contact Proof is supplied.

THR will store files for 30 days.

PRODUCTION SERVICES

THR maintains an in-house Art Department. Contact your sales rep for ad design details and rates.

FOR DEADLINES, AD SPECIFICATIONS OR TECHNICAL QUESTIONS CONTACT

MAYA ESLAMI
323.525.2093

THR will accept your press ready PDF/X1-a files via the THR ad portal, e-mail, CD or FTP upload.

AD PORTAL

Deliver ads through our Ad Portal: prometheus.sendmyad.com

EMAIL

ads@thr.com

(SUBJECT LINE MUST INCLUDE NAME OF ADVERTISER AND ISSUE DATE)

POSTAL ADDRESS

5700 Wilshire Blvd., Suite 500,
Los Angeles, CA 90036