

# THE Hollywood REPORTER

THR.com 5700 Wilshire Blvd., Los Angeles, CA 90036

2011 SPECS

## THR PRINT AD SPECS

CONTAINS THE LATEST  
RE-LAUNCH SPECS

Updated: 08/08/11

SPACE	AD TRIM SIZE	ADDED .25" (6.35mm) BLEED	SAFTEY AREA
<b>Full Page Bleed</b>	10" x 13" 254mm x 330.2mm	10.5" x 13.5" 266.7mm x 342.9mm	9.25" x 12.25" 234.95mm x 311.15mm
<b>2 Page Spread Bleed</b>	20" x 13" 508mm x 330.2mm	20.5" x 13.5" 520.7mm x 342.9mm	19.25" x 12.25" 488.95mm x 311.15mm
<b>Full Page Non-Bleed</b>	9" x 12" 231.775mm x 307.975mm		

### NON-BLEED PARTIALS

<b>1/2 Horizontal</b>	8.8333" x 5.5849" 224.367mm x 141.857mm	<b>1/4 Horizontal</b>	8.8333" x 2.4998" 224.367mm x 63.495mm
<b>1/2 Vertical</b>	4.25" x 11.6667" 107.95mm x 296.333mm	<b>1/4 Vertical</b>	2.0833" x 11.6667" 74.084mm x 342.9mm
<b>1/3 Horizontal</b>	8.8333" x 3.416" 224.367mm x 86.768mm	<b>1/4 Square</b>	4.25" x 5.7084" 107.95mm x 144.994mm
<b>1/3 Vertical</b>	2.8333" x 11.6667" 71.967mm x 296.333mm		

### BLEED PARTIALS

Contact THR Production for Bleed Partial Specs.

### \* BACK COVER STAND ALONE

Mailing Label in Upper Right Corner Along Spine  
Contact Production for Back Cover Specs.

### FILE SUBMISSION

#### ACCEPTABLE MEDIA

THR will accept your press ready PDF/X1-a files via CD or E-mail or FTP upload.

The Hollywood Reporter prints only PDF/X1-a files. Quality control is dependent on properly created PDFs.

#### PRODUCTION

Ads received in formats other than PDF/X1-a (excluding covers) will be assessed a \$50 processing fee.

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

#### MECHANICAL

Bleed ads should have trim indications and minimum .25" (6.35mm) bleed on all 4 sides.

Partial ads should be supplied to trim only.

#### SCANNING

Images must be at 300 d.p.i. at 100% of final size.

### RESOLUTION

All rasterized files must be 300 d.p.i. at 100%.

All live elements, i.e. type on bleed ads, must be a minimum of 1/4" (.25") inside the final trim area.

Line screen is 150 l.p.i.

Allow for 10% press gain in preparation of Grayscale materials.

Total maximum percentage of color should not exceed 280-290.

For best registration, keep white rules reversing out of backgrounds to 2 points or thicker.

Surprinting on Metallic inks will produce muted colors.

#### FONTS

Embed all necessary fonts in each PDF.

#### STORAGE & ARCHIVING

Files will be stored for 30 days.

### COLOR

Provide files in either CMYK or Grayscale color space.

Use process colors for 4/C ads, use Spot Colors only when the ad requires them, i.e., duotones and logos.

**Photoshop Color:** Files with Spot Colors must be saved as Photoshop DCS 2.0 with settings as follows:

Preview: 8 bits/pixel  
DCS: Single file with color composite  
Encoding: Binary.

Process colors should not be set as Spot. Spot colors should not be set as Process. RGB colors are not acceptable for Print ads.

**Spot colors:** Pantone 032CV is different from 032CVU.

Note any special color information on the Contract 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 in an ad that is inadequate or fails to adhere to THR Digital Ad Specifications.

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

#### FOR DUE DATES, AD SPECIFICATIONS or TECHNICAL QUESTIONS

#### CONTACT

Maya Eslami  
323.525.2093

THR will accept your press ready PDF/X1-a files via CD or E-mail or FTP upload.

#### EMAIL

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#### FTP TRANSFERS

Host: <ftp.hollywoodreporter.com>  
User: thrclient  
Password: reporter