People

PRINT PRODUCTION SPECIFICATIONS

FILE TYPES AND DELIVERY:

Submit PDF-X1a FILES via Ad Shuttle:
https://www.adshuttle.com/Meredith

For instructions on how to create a PDF-X1a go to:
http://www.meredith.com/sites/default/files/PDFx1a_Guide2015_D2D.pdf

Prepare files to Dotdash Meredith's specs in accordance with SWOP specifications. If the below guidelines are not met, the color and quality of print reproduction may vary.

FILE SPECIFICATIONS/GENERAL GUIDELINES:
Include/embed all fonts and artwork.
Max density (total area coverage) is 300.
Image resolution is 300 dpi, Line illustration is 2400 dpi.
CMYK or Grayscale only. Convert any spot colors not intended to print into CMYK. RGB elements must be converted to CMYK.
5/c ads: Limit spot color to the elements from the Pantone Library.
Files must be properly trapped.
Limit file name to 24 characters including the extensions.
Files must be single pages or spreads, no multipage files.
Do not nest PDF files in other PDFs, EPS files in other EPSs.
Do not use illegal characters such as ("()*&^%$#@!'{}[]|\',;: in file names.
5% minimum dot required to print highlight areas and square-up on edges with fade-off dot of 3% of each color.

DOCUMENT SETTINGS:
Ads should be built at 100% trim size.
Bleed ads, extend bleed to 1/8" beyond trim on all sides.
Keep live matter within bleed safety dimensions listed below.
Registration and crop marks not required. If provided, registration black (100,100,100,100) should be limited to these marks only and must not exist inside the document trim or bleed. Offset marks .167" so not to touch live image or bleed areas. See PDF Guide link above.

Spread Ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter.

Alert Designers: For spread ads with a headline/creative crossing the gutter, contact the production department if the visual spacing between words or letters is critical.

FONTS:
4-color black type is not allowed.
To create rich black use 100% K and 60% C.
Free fonts or system fonts should not be used. If used, they must be outlined.
Do not apply styles to basic fonts, use the actual font.
4-color type should not exceed 300% density.
To avoid low-res (soft type) or 4-color black type, type should be set in InDesign or Illustrator and not in Photoshop.
Reverse type should use a dominant color (usually 70% or more) for the shape of the letters and should be trapped when practical and not detrimental to the appearance of the job. Color or reverse type and line art should not be less than .007" at the thinnest area. Single color type and line art should not be less than .004" at the thinnest area. General guideline is nothing thinner than the equivalent of a hairline rule.

PROOFS:
Dotdash Meredith does not accept color proofs. SWOP proofing standards are used Press side for publication printing. Advertisers should calibrate their proofing devices to Industry SWOP Standards for Publication Printing. Refer to www.swop.org for additional information.

NOTES:
Dotdash Meredith does not make any changes to ads or files.
Retention of materials is 13 months.

Material extensions, file specs and ad portal contact:
PeopleADTeam@quad.com

	Trim Size	Non Bleed	Bleed Size	Bleed Safety
Full Page	7⅞"x 10½"	7⅛" x 10"	8⅛" x 10¾"	7⅛" x 10"
Spread	15¾"x 10½"	15" x 10"	16" x 10¾"	15" x 10"
½ Vertical	3⅞"x 10½"	3⅛" x 10"	4⅛" x 10¾"	3⅛" x 10"
⅓ Vertical	2¾"x 10½"	2" x 10"	3" x 10¾"	2" x 10"
⅔ Vertical	5"x 10½"	4¼" x 10"	5¼"x 10¾"	4¼" x 10"
⅓ Horizontal	7⅞"x 3⅝"	7⅛" x 3⅛"	8⅛"x 3⅞"	7⅛" x 3⅛"
½ Horizontal	7⅞"x 5"	7⅛" x 4½"	8⅛" x 5¼"	7⅛" x 4½"
½ Spread Horizontal	15¾"x 5"	15" x 4½"	16"x 5¼"	15" x 4½"
⅓ Spread Horizontal	15¾"x 3⅝"	15" x 3⅛"	16"x 3⅞"	15" x 3⅛"
¼ Spread Horizontal	15¾"x 2⅝"	15" x 2⅛"	16"x 2⅞"	15" x 2⅛"
⅙ Horizontal	7⅞"x 2"	7⅛" x 1½"	8⅛" x 2¼"	7⅛" x 1½"
⅓ Square	5"x 5"	4¼" x 4½"	5¼"x 5¼"	4¼" x 4½"
⅙ Vertical	NA	2¼"x 4⅝"	NA	NA