



ADVERTISING

Production Requirements

TRIM SIZE:	9" w x 10 7/8" h
SAFETY FROM TRIM:	1/4"
BLEED:	1/8"
BINDING:	Perfect Bound
JOG POSITION:	Foot
COVER STOCK:	100# Westvaca Sterling
BODY STOCK:	45# Mead Dependoweb
LINE SCREEN:	150 (Covers & Body)
COVER COATING:	U.V. Coating

AD SIZE	BLEED	TRIM	LIVE	NON-BLEED
Spread	18 1/4" w x 11 1/8" h	18" w x 10 7/8" h	17 1/2" w x 10 3/8" h	16 3/4" w x 10" h
Full Page	9 1/4" x 11 1/8"	9" x 10 7/8"	8 1/2" x 10 3/8"	7 3/4" x 10"
2/3 Vertical	5 7/8" x 11 1/8"	5 1/2" x 10 7/8"	5" x 10 3/8"	5" x 10"
2/3 Horizontal	9 1/4" x 7 1/4"	9" x 7"	8 1/2" x 6 1/2"	7 3/4" x 6 1/8"
1/2 Vertical	4 5/8" x 11 1/8"	4 3/8" x 10 7/8"	3 7/8" x 10 3/8"	3 1/8" x 10"
1/2 Horizontal	9 1/4" x 5 3/8"	9" x 5 1/8"	8 1/2" x 4 5/8"	7 3/4" x 5"
1/2 Horiz. Spread	18 1/4" x 5 3/8"	18" x 5 1/8"	17 1/2" x 4 5/8"	16 3/4" x 5"
1/2 Digest	6 5/8" x 8 1/8"	6 3/8" x 7 7/8"	5 7/8" x 7 3/8"	5 1/8" x 7"
1/4 Checkerboard	4 3/4" x 5 9/16"	4 1/2" x 5 5/16"	4" x 4 13/16"	3 1/4" x 3 7/16"
1/3 Page Vertical	3 1/8" x 11 1/8"	2 7/8" x 10 7/8"	2 3/8" x 10 3/8"	2 3/8" x 10"
1/3 Horizontal	9 1/4" x 3 3/4"	9" x 3 1/2"	8 1/2" x 3"	7 3/4" x 2 5/8"
1/3 Page Square	5 7/8" x 5 3/8"	5 5/8" x 5 1/8"	5 1/2" x 4 5/8"	5" x 5"
Gutter Bleed Spread	16 3/4" x 10"			

The printing of *O, The Oprah Magazine* is all digital.

- Digital files should be supplied on Mac-formatted CDs
- The Hearst Magazines preferred file format is PDF/X-1a (Vector) 300 dpi. All fonts and images loaded
- The PDF/X-1a file must be made from a PostScript file, using Hearst PPD. Hearst PPD file is available for download at www.hearstmag.com/digitalspecs
- All partial page ads need to be supplied in the PDF/X-1a format
- We will not accept PDF/X-1A files converted from TIFF/IT-P1 files, as they may cause reproduction problems
- Linework = black text merged into file; RES 63 (1600 dpi)
- Continuous Tone = SWOP (CMYK) at RES 12 (300 dpi) or higher
- Hearst does not accept TIFF/IT-P1 or native application files...etc
- Fifth or spot colors should be in a separate file; include Final Checklist

PROOFING:

Hearst Magazines requires a SWOP certified halftone dot digital color proof, using SWOP hues, pulled directly from the furnished file.

Please refer to www.hearstmag.com/digitalspecs for more detailed information.

SEND ALL MATERIALS TO:

NEC
1504 Elm Hill Pike
Nashville, TN 37210
Attention: Jodi Reeves
615.365.2048

Printing Process: Web-offset
Binding Process: Perfect bound
Color Rotation: Y, M, C, K

SUPPLIED INSERTS:

Please call *O, The Oprah Magazine* Production Department for supplied insert due dates and close dates at 212.903.5344.

All inserts jog to foot. Supplied inserts must be delivered directly to: R.R. Donnelley & Sons

R. R. Donnelley & Sons
Glasgow Mfg. Division
Donnelley Drive
Glasgow, KY 42141
270.678.0386

SPECIAL NOTES:

All advertising materials will be destroyed by the Publisher after one year from the issue date unless return is requested in writing.

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