



PRINT ADVERTISING SPECIFICATIONS

2009V3	TRIM		BLEED		NON-BLEED	
	Width	Height	Width	Height	Width	Height
Tab Spread	21	13 1/2	21 1/4	13 3/4	20	13
Tab Page	10 1/2	13 1/2	10 3/4	13 3/4	10	13
Standard Jr. Page					7 1/4	9 3/4
Standard Jr. Spread					15 1/4	9 3/4
1/2 Horizontal					9 3/4	6 3/4
1/2 Horiz. Spread	21	7 1/4	21 1/4	7 3/8		
1/2 Vertical					4 3/4	13
Super Strip					9 3/4	5
1/4 Horizontal					9 3/4	3
1/4 Vertical					2 1/8	13
1/4 Square					4 5/8	6 3/8
Supplement Sizes						
Standard Page	7 7/8	10 1/2	8 1/8	10 3/4	7 1/8	10
Standard Spread	15 3/4	10 1/2	16	10 3/4	15 1/2	10
Vertical Cover Wrap	4.00	10.50	4.25	10.75		
Cover Wrap						
Standard Cover Wrap	10 1/2	7 1/2	10 3/4	7 3/4		
Partial Cover Wrap	9 5/8	5 5/8	9 7/8	5 7/8		
Belly Flap	21	4	21 1/4	4 1/4		
Gate Fold						
Front Gate Fold						
C1	10 1/4	13 1/2	10 1/2	13 3/4		
C2 - Flap	10	13 1/2	10 1/4	13 3/4		
C3 - Left side of spread	10	13 1/2	10 1/4	13 3/4		
C4 - Right side of spread	10 1/4	13 1/2	10 1/2	13 3/4		
Back Gate Fold						
C5 - Left side of spread	10 1/4	13 1/2	10 1/2	13 3/4		
C6 - Right side of spread	10	13 1/2	10 1/4	13 3/4		
C7 - Flap	10	13 1/2	10 1/4	13 3/4		
C8	10 1/4	13 1/2	10 1/2	13 3/4		

REQUIRED FORMAT for finished ads - **PDF/X-1a files.**

Please have all print advertising materials posted directly to the following location:

<http://www.ads4reed.com>

After a one-time registration, using your own password, etc., you can upload all future ads.

Any artwork under 150 dpi is not acceptable for print quality since it may reproduce either blurry or bitmapped.

Note:This site cannot accept multiple-page PDF files.

ads4reed.com technical support @ 1-800-611-5878

**All proofs should be sent to: Nicole Spell, TWICE Production Manager, 14th Floor
360 Park Avenue South, New York, NY 10010 646-746-6587 nspell@reedbusiness.com**