

Print Specifications

ADVERTISING SPECS

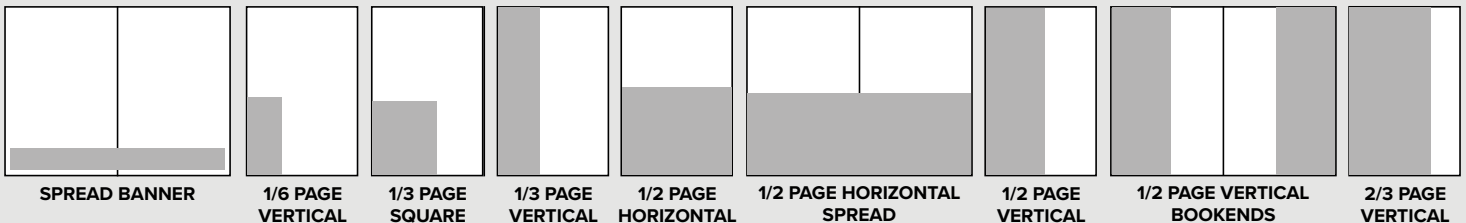
AD SIZE	TRIM	BLEED	NON-BLEED
SPREAD BANNER	15 3/4" X 2"	16" X 2 1/2"	15" X 1 5/8"
1/6 PAGE VERTICAL	–	–	2 1/8" X 4 3/4"
1/3 PAGE SQUARE	5" X 5 1/8"	5 1/4" X 5 3/8"	4 1/2" X 4 3/4"
1/3 PAGE VERTICAL	2 5/8" X 10 1/2"	2 7/8" X 10 3/4"	2 1/8" X 9 3/4"
1/2 PAGE HORIZONTAL	7 7/8" X 5 3/8"	8 1/8" X 5 5/8"	6 3/4" X 4 3/4"
1/2 PAGE HORIZONTAL SPREAD	15 3/4" X 5 3/8"	16" X 5 5/8"	15" X 4 3/4"
1/2 PAGE VERTICAL	3 7/8" X 10 1/2"	4 1/8" X 10 3/4"	3 1/2" X 9 3/4"
1/2 PAGE VERTICAL BOOKENDS	3 7/8" X 10 1/2"	4 1/8" X 10 3/4"	3 1/2" X 9 3/4"
2/3 PAGE VERTICAL	–	–	4 1/2" X 9 3/4"
FULL PAGE	7 7/8" X 10 1/2"	8 1/8" X 10 3/4"	7 X 9 3/4"
2-PAGE SPREAD	15 3/4" X 10 1/2"	16" X 10 3/4"	15" X 9 3/4"

Upload ads at 300 dpi in PDFx1a format to ads4pw.sendmyad.com. First-time users must create an account. 4-color and black-and-white creative is supported.

PLEASE NOTE:

BLEED: Include 1/8" bleed on all sides should creative call for it; offset all printer marks by at least 1/8" from trim.

LIVE AREA: Be sure all important text and information is 1/4" in from trim on all sides (bleed ads only).



PRODUCTION: Kevin Coltrinari - kcoltrinari@jseliezer.com, 347-738-3101
Publishing Experts, Inc., 71 West 23rd St. Suite 1600, New York, NY 10010

Cover Specifications

COVER SPECIFICATIONS



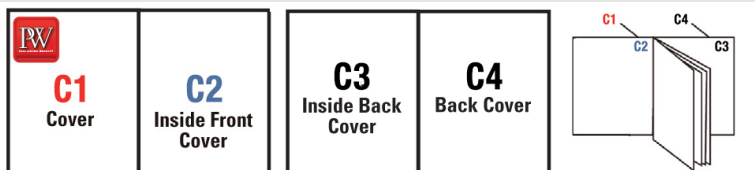
PW LOGO: The *Publishers Weekly* logo is placed in the upper left-hand corner and measures 2 5/8" x 2 5/8" from Trim.*

MAILING LABEL: Leave free from images or text a 4" X 2" area from Trim on the bottom left-hand corner; important information may be covered in this area.*

*Do not leave these spaces blank, allow your background to flow into these areas without placing any important text or images there. We will place our logo and mailing label in the appropriate position.

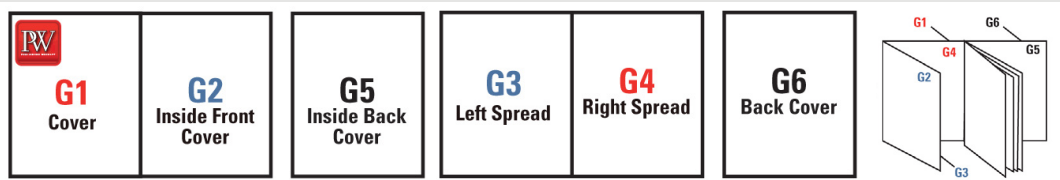
4-PAGE COVER WRAP

PAGE	TRIM	BLEED
C1 COVER	7 7/8" X 10 1/2"	8 1/8" X 10 3/4"
C2 INSIDE FRONT COVER	7 7/8" X 10 1/2"	8 1/8" X 10 3/4"
C3 INSIDE BACK COVER	7 7/8" X 10 1/2"	8 1/8" X 10 3/4"
C4 BACK COVER	7 7/8" X 10 1/2"	8 1/8" X 10 3/4"



6-PAGE GATEFOLD COVER

PAGE	TRIM	BLEED
G1 COVER	7 5/8" X 10 1/2"	7 7/8" X 10 3/4"
G2 INSIDE FRONT COVER	7 3/8" X 10 1/2"	7 5/8" 10 3/4"
G3 INSIDE LEFT SPREAD	7 3/8" X 10 1/2"	7 5/8" 10 3/4"
G4 INSIDE RIGHT SPREAD	7 5/8" X 10 1/2"	7 7/8" X 10 3/4"
G5 INSIDE BACK COVER	7 7/8" X 10 1/2"	8 1/8" X 10 3/4"
G6 BACK COVER	7 7/8" X 10 1/2"	8 1/8" X 10 3/4"



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