

HOURL MEDIA DIGITAL SPECIFICATIONS

Hour Media publications are assembled digital direct-to-plate.
Film negatives are not accepted.

ASSEMBLY GUIDELINES

- Create ad at 100% of final print size.
- Preferred file format is a "press ready" PDF. When distilling Post Script Files be sure all fonts are embedded and set your Distiller job options to the "press" setting. PDF files saved directly from InDesign should also use the "press" job option.
- If sending a flattened/locked file, such as a PDF, be aware that any changes are subject to additional production costs.
- We accept files created using Adobe InDesign, Illustrator and Photoshop as well as QuarkXPress. When submitting a QuarkXPress document please also include a "press ready" PDF. Include all fonts (screen & printer) and graphic files used in layouts. Corel, Microsoft Office or Publisher documents are not accepted.
- All graphics must be saved as CMYK. Acceptable graphic file formats are EPS, TIFF or PDF. Flatten all layered Photoshop files and outline fonts on Illustrator files. Do not compress with LZW encoding.
- Cross platform CD-R/DVD are the only acceptable media formats.

MECHANICAL GUIDELINES

- Publications print at 150 lpi. Raster image resolution should be a minimum 300 dpi. Lineart should be set to a minimum of 1200 dpi.
- On full page or spread ads, pull all bleeds, a minimum of 1/8" (.125) further than the trim size. **Fractional ads cannot bleed.**
- TAC (Total Area Coverage) not to exceed 300%.
- Unless special ordering an additional color, all spot or Pantone specified colors should be converted to process (CMYK) color.

REQUIRED PROOFS

A contract color proof is required with every ad. If acceptable proof is not provided, color consistency will not be guaranteed. Acceptable contract proofs include Kodak Approvals, FUJI Pictro or Veris, Epson Stylus Pro or Matchprint Digital Proof. For a list of additional SWOP certified proofs please visit www.swop.org.

Files that do not follow these guidelines will be returned for correction. No exceptions.

SHIP MATERIALS TO:

Hour Media c/o Ad Materials
117 West Third Street
Royal Oak MI 48067

FTP: files.hourdetroit.com

User name: ftpuser

Please contact your advertising coordinator for a password.

I HAVE RECEIVED THIS DOCUMENT AND AGREE TO COMPLY WITH THE SPECIFICATIONS.

Signature _____

Date _____

HOURL DETROIT

Trim Size: 10.25" x 13"
Live Area: 9.5" x 12.5"

FULL PAGE

Full Page (bleed)
Full Page (non-bleed)
Spread

DIMENSIONS

10.25" x 13" (add .125 bleed, all sides)
9.5" x 12.5"
20.5" x 13" (add .125 bleed on each page, all sides)

FRACTIONAL

2/3 Vertical
1/2 Horizontal
1/2 Vertical
1/3 Vertical
1/4 Vertical
1/6 Vertical

5.917" x 12"
8.917" x 5.833"
4.292" x 12"
2.75" x 12"
4.292" x 5.833"
2.75" x 5.833"

SPECIAL SECTION

1/4 Vertical
1/2 Horizontal
1/2 Vertical

4.292" x 5.494"
8.917" x 5.494"
4.292" x 11.25"

FITNESS

Single
Double

3" x 5.5"
6.25" x 5.5"

BIRMINGHAM

1/4 Vertical
1/8 Vertical
1/8 Horizontal

4.292" x 5.494"
1.969" x 5.494"
4.292" x 2.56"

BRIDAL DIRECTORY

Single
Double
Triple

1.752" x 3.562"
3.625" x 3.562"
5.55" x 3.562"

DETROIT HOME, DBUSINESS, DETROIT HOME IMPROVEMENT & METRO DETROIT BRIDE

Trim Size: 8.375" x 10.875"
Live Area: 7.625" x 10.125"

FULL PAGE

Full Page (bleed)
Full Page (non-bleed)
Spread

DIMENSIONS

8.375" x 10.875" (add .125 bleed, all sides)
7.625" x 10.125"
16.75" x 10.875" (add .125 bleed each page, all sides)

FRACTIONAL

2/3 Vertical
1/2 Horizontal
1/2 Island
1/3 Horizontal
1/3 Vertical
1/6 Horizontal
1/6 Vertical
1/12 Square (Bride Only)

4.65" x 9.685"
7.125" x 4.69"
4.65" x 7.125"
4.65" x 4.69"
2.18" x 9.685"
4.65" x 2.18"
2.18" x 4.69"
2.18" x 2.193"

SPECIAL SECTION

1/4 Page
1/2 Horizontal
1/2 Vertical

3.44" x 4.378"
7.125" x 4.378"
3.44" x 9"

TRADE SPACES

Single (Home Only)

3.5" x 2"

METROPOLITAN DETROIT MENU GUIDE

Trim Size: 8.375" x 10.875"
Live Area: 7.625" x 10.125"

FULL PAGE

Full Page (bleed)
Full Page (non-bleed)
Spread

DIMENSIONS

8.375" x 10.875" (add .125 bleed, all sides)
7.625" x 10.125"
16.75" x 10.875" (.125 bleed each page, all sides)

FRACTIONAL

1/2 Horizontal
1/2 Vertical
1/4 Page

7.375" x 4.812"
3.562" x 9.875"
3.562" x 4.812"

MENUS

One-Page
Two-Page

9.5" x 4.5"
9.5" x 13"

METROPOLITAN DETROIT GUEST GUIDE

Trim Size: 8.375" x 10.875"
Live Area: 7.625" x 10.125"

FULL PAGE

Full Page (bleed)
Full Page (non-bleed)
Spread

DIMENSIONS

8.375" x 10.875" (add .125 bleed, all sides)
7.625" x 10.125"
16.75" x 10.875" (.125 bleed each page, all sides)

FRACTIONAL

1/2 Horizontal
1/2 Vertical
1/3 Vertical
1/4 Page
1/6 Page

7.375" x 4.812"
3.562" x 9.875"
2.291" x 9.875"
3.562" x 4.812"
2.291" x 4.812"

SPECIAL SECTION

1/4 Page

3.44" x 4.378"

GALLERY

1/6Page

2.332" x 4.457"

VIP CARD DECK

Trim Size: 5.5" x 3.5"
Live Area: 5.25" x 3.25"

CARD

Card Size

DIMENSIONS

5.5" x 3.5" (if bleed add .125, all sides)

Questions should be directed to (248) 691-1800.

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Production Dept.
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