# PRODUCTION INFORMATION

## Requirements

### Digital Ad Specifications:

Submit as a PDF/X1a file distilled from Post-Script (with embedded fonts).

All of the high resolution images and fonts must be included when the Postscript file is saved. We recommend the use of Adobe Type 1 or OpenType fonts – no font substitutions are allowed. Images must be SWOP (CMYK or Grayscale) TIFF or EPS format between 200 and 400 dpi. Total area density should not exceed SWOP standard 300% TAC. Images should be CMYK or grayscale only. Do not nest EPS files into other EPS files. Do not embed ICC profiles within images. Do not embed OPI information in files. All required image trapping must be included in the file. All spot colors not intended to print must be converted to CMYK.

### Press Proof:

Send ads with SWOP standard press proof. The Printer and/or Publisher cannot be held liable for color complaints when files are submitted without an acceptable color proof. Publisher will not be responsible for quality of reproduction if materials provided do not meet these specifications.

### Alterations:

Advertisements requiring alterations, such as, editing, image manipulation, reductions or enlargements, trapping, etc., will be billed pre-press charges at the publisher's prevailing rates. Approximate costs can be quoted in advance.

### Retention of Materials:

Ad material will only be retained up to one year following use unless return is specifically requested.

| Issue | Issue Closing | Material Closing | Issue Mailing |
|---|---|---|---|
| Jan/Feb | 1/8 | 1/15 | 2/17 |
| March | 2/5 | 2/12 | 3/16 |
| April | 3/2 | 3/9 | 4/13 |
| May | 4/1 | 4/8 | 5/18 |
| June | 4/27 | 5/4 | 6/8 |
| July/August | 6/12 | 6/19 | 7/26 |
| September | 7/29 | 8/5 | 9/13 |
| October | 8/25 | 9/1 | 10/4 |
| November | 10/1 | 10/8 | 11/8 |

### Mail Materials To:

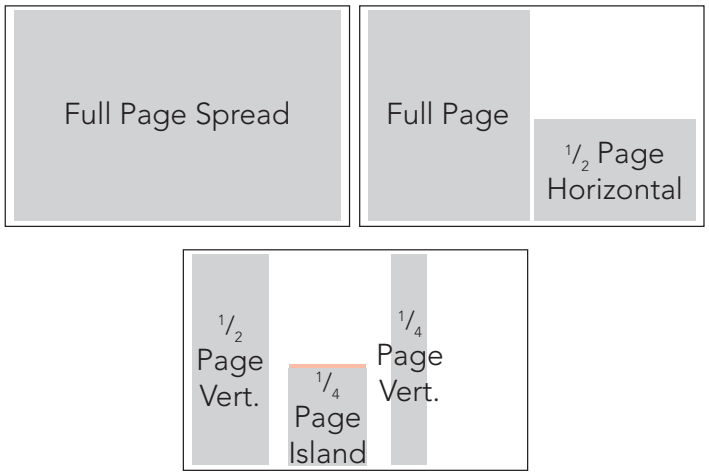
*Human Resource Executive*®
Production Department
747 Dresher Road
Suite 500, Dept. 608
Horsham, PA 19044-0980

### FTP Materials To:

spaces.hightail.com/uplink/LRP-Publications
Questions should be directed to Production Manager.
(215) 784-0910 X 6252,
FAX: (215) 784-0870

# Production: Print Specs

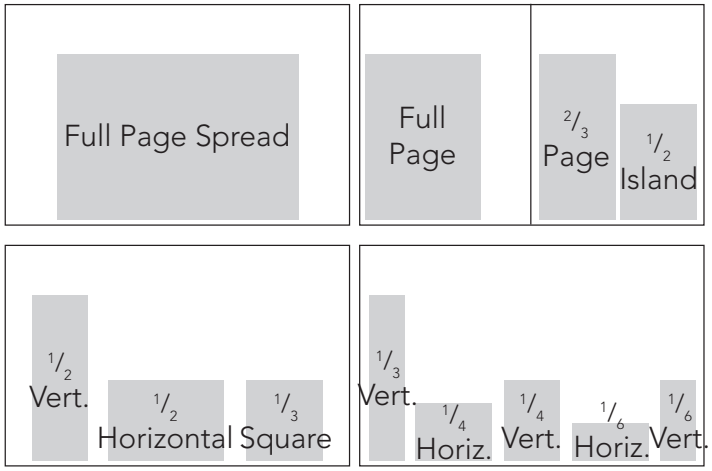
## Tabloid




| Non-Bleed Unit Size | Width | x | Depth |
|---|---|---|---|
| **Tabloid:** | | | |
| Full Page Spread | 19-3/4" | | 12-3/4" |
| Full Page | 9-3/8" | | 12-3/4" |
| Half-Page Horizontal | 9-3/8" | | 6-1/8" |
| Half-Page Vertical | 4-5/8" | | 12-3/4" |
| Quarter Page Island | 4-5/8" | | 6-1/8" |
| Quarter Page Vertical | 2-1/8" | | 12-3/4" |

| Bleed Unit Size | | Width | x | Depth |
|---|---|---|---|---|
| **Tabloid:** | | | | |
| Full Page Spread | Live | 19-3/4" | | 12-3/4" |
| | Trim | 20-1/2" | | 13-1/2" |
| | Bleed | 20-7/8" | | 13-7/8" |
| Full Page | Live | 9-3/8" | | 12-3/4" |
| | Trim | 10-1/4" | | 13-1/2" |
| | Bleed | 10-5/8" | | 13-7/8" |

## Standard




| Non-Bleed Unit Size | Width | x | Depth |
|---|---|---|---|
| **Standard/Junior:** | | | |
| Full Page Spread | 14-5/8" | | 10" |
| Full Page | 7" | | 10" |
| Two-Thirds Page | 4-5/8" | | 10" |
| One-Half Island | 4-5/8" | | 7" |
| One-Half Vertical | 3-3/8" | | 10" |
| One-Half Horizontal | 7" | | 4-7/8" |
| One-Third Square | 4-5/8" | | 4-7/8" |
| One-Third Vertical | 2-1/8" | | 10" |
| Quarter Page Horizontal | 4-5/8" | | 3-1/2" |
| Quarter Page Vertical | 3-3/8" | | 4-7/8" |
| One-Sixth Horizontal | 4-5/8" | | 2-1/4" |
| One-Sixth Vertical | 2-1/8" | | 4-7/8" |

| Bleed Unit Size | | Width | x | Depth |
|---|---|---|---|---|
| **Standard/Junior:** | | | | |
| Full Page Spread | Live | 14-5/8" | | 10" |
| | Trim | 15-1/4" | | 10-5/8" |
| | Bleed | 15-5/8" | | 11" |
| Full Page | Live | 7" | | 10" |
| | Trim | 7-7/16" | | 10-5/8" |
| | Bleed | 7-13/16" | | 11" |

**Marketplace:** 4-5/8" wide x 2-3/8" deep

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