

VIBE MEDIA GROUP

MECHANICAL REQUIREMENTS

SPREAD PAGE

Bleed—17" x 11.125"
Trim—16.50" x 10.875"
Live—15.75" x 10.50"

FULL PAGE

Bleed—8.50" x 11.125"
Trim—8.25" x 10.875"
Live—7.875" x 10.50"

HALF-PAGE HORIZONTAL

Bleed—8.50" x 5.75"
Trim—8.25" x 5.50"
Live—7.875" x 5.125"

HALF-PAGE VERTICAL

Bleed—4.25" x 11.125"
Trim—4.125" x 10.875"
Live—3.875" x 10.50"

THIRD VERTICAL PAGE

Bleed—2.875" x 11.125"
Trim—2.625" x 10.875"
Live—2.25" x 10.50"

QUARTER PAGE

Bleed—4.25" x 5.75"
Trim—4" x 5.50"
Live—3.625" x 4.875"

GUTTER: 1/8" Grind Off

LINE SCREEN: 133

MAX DENSITY: 280%-300%

BINDING METHOD: Perfect Bound

GLUE APPLICATION: One Shot Hot Melt

JOG DIRECTION: Jog To Foot

- 1. FILE FORMAT:** MAC Platform, CD, or *FTP *Contact production
- 2. IMAGES:** 300 DPI, must be CMYK, *5th colors must be pre-arranged with sales rep or will be automatically converted to CMYK
- 3.** All fonts must be embedded
- 4. APPLICATIONS:** PDFX1A, press optimized PDF.
- 5.** Trapping is the responsibility of the advertiser.
- 6.** Perfect alignment of type or design across the gutter of two facing pages can not be guaranteed.
- 7.** A matchprint or digital proof on pub base stock must be supplied with disk. Color "lasers" are not acceptable for color enclosed with the materials.

MINIMUM PAPER WEIGHT: 60 #

MAXIMUM PAPER WEIGHT: 100 #

MINIMUM POROSITY: 100cc of air passage in 25 seconds "Gurley"

- 1.** Gatefold Cover or any other advertising unit not listed, please contact your VIBE sales rep for additional information.
- 2.** A "mock-up" sample must be supplied to the Production Director for bindery approval at least **one month** prior to insert being printed.

SHIP ALL VIBE MAGAZINE AD MATERIALS TO:

Quad/Graphics
N63 W23075 Main Street
Sussex, WI, 53089-2827
Att: VIBE Magazine
Phone: 414-566-2999

SHIP ALL VIBE MAGAZINE INSERT MATERIALS TO:

Quad/Graphics
N63W23075 Main Street
Sussex, Wisconsin 53089-2827
Attn: Peggy Hill
Phone: 414-566-2744
email: Peggy.Hill@qq.com

Please direct any production questions to : **Jodi Sh. Doff, Production Director** phone: **212-448-7316** email: **jdoff@vibe.com**

**Shipping instructions upon request.

***VIBE Media Group or its printer will destroy all advertising materials after 6 months from printing date, unless a written request to return materials is enclosed with the materials