

# Human Resource Executive Production Information

## Production Information

**Digital Ad Specifications:** Submit as a PDF/X1a file distilled from PostScript (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.

Send ads on CD along 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.

**Alternations:** 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.

### Send Materials To:

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

### Belly Band Unit Size

#### Trim: Width x Depth

23" 4"

Add 3/16" to all trim edges that bleed.  
Band overlaps 1-1/2" in back. Call production manager for more information,  
(215) 784-0910 x6252.

Questions should be directed to Production Manager.  
(215) 784-0910 X 6252  
FAX: (215) 784-0870

## Mechanical Requirements

### 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" |

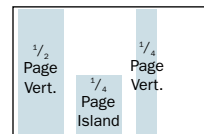
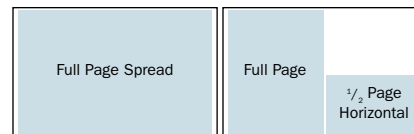
### Non-Bleed

#### Unit Size Width x Depth

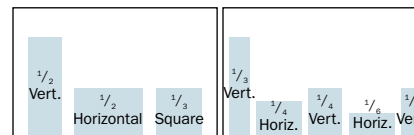
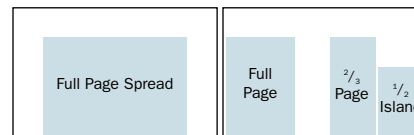
##### Standard/Junior:

|                         |         |        |
|-------------------------|---------|--------|
| 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" |

## Tabloid



## Standard/Junior



### 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" |

### 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