

Reader's Digest *Large Print*

ADVERTISING SPECIFICATIONS

Size	Bleed	Non-Bleed
Full Page	8.125" x 10.75"	7" x 10"
Full Page Spread	16.375" x 10.75"	15" x 10"
1/2 Page Horizontal	8.125" x 5.5"	7" x 4.5"
1/3 Page Horizontal	3.5" x 8.125"	3.33" x 10"

Each page trims to: 7.875" x 10.5"

Binding Method: Perfect Bound

Please keep live copy/images ¼" from final trim on all four sides. We cannot guarantee perfect alignment of type or image across gutter on a spread ad.

Digital File Requirements

- ◆ PDF/X-1a
- ◆ Only use Type 1 Fonts. No TrueType fonts or Font Substitutions. All supplied PDF files must be in CMYK. No spot colors.

Proofs

All supplied files must include a contract color proof (Kodak, Epson, Imation, Iris Rainbow). Fieries, Xerox and Splash Proofs are NOT acceptable.

Recommendations for Optimal Impact

- ◆ Backgrounds for type and other images should maximize contrast.
- ◆ Light-colored letters on dark backgrounds are the easiest to read.
- ◆ Type is most legible at 18 point or larger, with spacing between letters wider than standard.
- ◆ Leading should be at least 25 to 30 percent of the point size.
- ◆ Monotype fonts are best. Complicated or decorative fonts should be used only for emphasis within a block of text.
- ◆ Bold or Roman type preferred.

Material Delivery Information

You may submit ads by disk or email to:

Attn: Vicky Hills-Wohlfarth

Reader's Digest Large Print

260 Madison Ave., New York, NY 10016

(212) 850-7125

vicky_hills-wohlfarth@rd.com

Note: Based on monthly space availability.

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