

2011 RATE CARD

#66 Effective February 2011 Issue

Space Sizes

Trim size of issue: 7 7/8" W X 10 1/2" H

Non-Bleed

Full Page	7 3/8"	x	10"
2/3 Page Vertical	4 1/2"	x	10"
1/2 Page Vertical	3 1/4"	x	10"
1/2 Page Horizontal	7 3/8"	x	4 1/2"
1/3 Page Vertical	2"	x	10"
1/3 Page Square	4 1/4"	x	4 1/2"
1/6 Page Vertical	2 1/4"	x	5"
1/9 Page Vertical	2 1/4"	x	3 5/16"
1/12 Page Vertical	2 1/4"	x	2 1/2"
Spread	15 1/4"	x	10"
1/2 Horiz. Spread	15 1/4"	x	4 1/2"

Bleed

Spread	16"	x	10 3/4"
1/2 Horiz. Spread	16"	x	5 1/4"
Full Page	8 1/8"	x	10 3/4"
2/3 Page Vertical	5 1/4"	x	10 3/4"
1/2 Page Horizontal	8 1/8"	x	5 1/4"
1/2 Page Vertical	4"	x	10 3/4"
1/3 Page Vertical	2 3/4"	x	10 3/4"
1/3 Page Square	5"	x	5 1/4"

Trim

Spread	15 3/4"	x	10 1/2"
1/2 Page Spread	15 3/4"	x	5"
Full Page	7 7/8"	x	10 1/2"
2/3 Page Vertical	5"	x	10 1/2"
1/2 Page Horizontal	7 7/8"	x	5"
1/2 Page Vertical	3 3/4"	x	10 1/2"
1/3 Page Vertical	2 1/2"	x	10 1/2"
1/3 Page Square	4 3/4"	x	5"

Safety Requirements for Bleed Units

Bleed spreads: 3/8" from all sides; 1/2" from gutter (1/4" each page)

Gutter bleed spreads: 1/2" from gutter (1/4" from each page)

All other bleed units: Leave 3/8" safety from bleed on all four sides
We trim 1/8" from bleed on all sides.

Mechanical Requirements

Digital Materials/Mechanical Requirements:

For advertising file preparation and proofing requirements, mechanical specifications, ad closing dates and ad material transmission info via the ad portal, please go to <http://ads.hearst.com>. All ad material must be uploaded via our Ad Portal — Please do not send any materials on CD/DVDs.

Materials will be retained by *Seventeen* for one year following their use.
If return of supplied materials is not requested after a year, materials will be destroyed

Split Runs

Charges for split runs available upon request.

Extensions

For advertising materials extensions or questions, contact Na'Tasha Simmons, Production Assistant at 212.649.3726 or nksimmons@hearst.com.

Shipping Info

Hudson Yards
2501 McGavock Pike, Suite 1702
Nashville, TN 37214
Attn: Barry Sparkman

seventeen
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