

# Print Specifications

## Specifications

All insertion orders, contracts, disks and proofs should be directed to:

**Production Department Vendome Group**  
**216 East 45th Street, 6th Floor**  
**New York, NY 10017**  
**adtraffic@vendomegrp.com**

All print ad materials should be sent electronically to:  
**<https://vendome.sendmyad.com>**

## General Mechanical Requirements

**Printing method:** Web offset

**Binding method:** Perfect Bound

**Line Screen:** 133-line screen preferred, 120-150 accepted

**Trim Size:** 8-1/4" x 10-7/8"

**2-page Spread Trim:** 16-1/2" x 10-7/8"

**Bleeds:** Bleed supplied 8-1/2" x 11-1/8"

Keep live matter 3/8" from head, bottom, outside edge, and gutter of final trim.

**Colors Available:** 4-color process and 4A standard colors

Space Size	Width	Depth
Full page (non-bleed)	7"	10"
Full page bleed	8-1/2"	11-1/8"
2/3-page vertical	4-1/2"	10"
1/2-page island	4-1/2"	7-1/2"
1/2-page vertical	3-1/4"	10"
1/2-page horizontal	7"	4-3/4"
1/3-page square	4-1/2"	4-3/4"
1/3-page vertical	2-1/8"	10"
1/4-page standard	3-1/4"	4-3/4"

## Insert Requirements

Supplied inserts: 8-3/8" x 11-1/8"

Maximum size of supplied inserts: 8-3/8" x 11-1/8"

- This includes trim at outside edges.
- Multiple page inserts to be supplied folded (no gutter trim).
- 80 lb maximum for single leaf insert, 70 lb for multiple leaf.
- Inserts jog to the head.
- Consult publisher on quantities, shipping, and binding.

## Preferred Material

Material should be submitted in one of the following program files: InDesign, Quark, Illustrator (please convert all fonts to outline), or Photoshop (if layers are not needed for final artwork, please flatten all layers). All images in the ad should be 300dpi or higher, and all fonts (screen and printer) must be supplied. We cannot accept WindowsPost Script fonts (.pfb/.pfm). Press-ready PDFs are preferred. Spot colors, unless arranged in advance with your sales representative, will automatically be converted to CMYK.

Please be aware that while we make every effort to match color, there may be a color shift due to the process of converting spot colors to CMYK. Crop and bleed marks should appear outside of the bleed of the ad. When creating the PDF, crop and bleed marks should be turned on, with the Offset set to at least 12 points, or .1667".

Files should be submitted on CD and must include an Iris, Fuji, or Kodak approval. Ads can also be submitted via email and if color is critical please supply a proof. Please indicate which publication and which issue the ad is to be published in. Please include the name, phone number, and email address of the designer in the event that we would need to contact him/her about the ad.

## Mail Date

**Healthcare Design** is distributed to subscribers 10 times per year.