

| SPACE | Bleed | Non-Bleed | Trim | Live |
|-----------------|-----------------|---------------|----------------|-----------------|
| Spread | 16 1/2 x 11 1/8 | 15 x 10 | 16 x 10 7/8 | 15 1/2 x 10 1/8 |
| Full Page/Cover | 8 1/2 x 11 1/8 | 7 x 10 | 8 x 10 7/8 | 7 1/2 x 10 1/8 |
| 2/3 vertical | 5 1/2 x 11 1/8 | 4 5/8 x 10 | 5 x 10 7/8 | 4 1/2 x 10 1/8 |
| 1/2 vertical | 4 1/2 x 11 1/8 | 3 1/2 x 10 | 3 7/8 x 10 7/8 | 3 3/4 x 10 1/8 |
| 1/2 horizontal | 8 1/4 x 5 5/8 | 7 x 4 1/8 | 8 x 5 5/8 | 7 1/2 x 4 1/8 |
| 1/2 spread | 16 1/4 x 5 1/8 | 15 x 4 1/8 | 16 x 5 1/8 | 15 1/2 x 4 1/8 |
| Digest | | | | |
| 1/2 page | 5 1/4 x 8 | 4 1/8 x 7 | 5 x 7 3/4 | 4 1/2 x 7 1/4 |
| 1/3 vertical | 2 7/8 x 11 1/8 | 2 1/4 x 10 | 2 3/8 x 10 7/8 | 2 1/8 x 10 1/8 |
| 1/3 square | 5 1/4 x 5 1/8 | 4 1/8 x 4 1/8 | 5 x 5 1/8 | 4 1/2 x 4 1/8 |
| 1/6 vertical | N/A | 2 1/4 x 4 1/8 | N/A | N/A |
| Checkerboard | 4 1/2 x 5 1/4 | 3 1/2 x 4 1/8 | 3 7/8 x 5 1/2 | 3 3/8 x 5 |



For all run of book and cover gatefolds, please contact Elizabeth Cascone for specifications and shipping instructions.

Phone: 212-286-6781

Email: elizabeth_cascone@condenast.com

SAFETY: All live matter must be 1/4 inch from trim on all sides.

GUTTER SAFETY: 3/16 inch on each side (total 3/8 inch).

Minimum size knockout type should be 8 point.

Note: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

MEDIA

All ad submissions must be PDF-x1a files uploaded to the Conde Nast ad portal: <http://transmit.condenast.com>

The PDF/X-1a files must have:

- All fonts MUST be embedded (True Type fonts can not be used for Printing).
- The color space must be CMYK or Grayscale. No RGB, LAB or embedded color profiles (such as ICC profiles).
- All PMS colors MUST be converted to CMYK. No files with PMS colors will be accepted without prior notification.
- Resolution: 300 dpi
- Maximum ink density: 300 total

PROOF REQUIREMENTS

Certified SWOP3 supplied proof to:

Quad Graphics

N63 W23075 Hwy. 74

Sussex, WI 53089

Shelly Brandis

414-566-2831

LABEL REQUIREMENTS

Issue date, advertiser name, contact name, and telephone number.

PROOF REQUIREMENTS

- Preferred proof is Epson, running color managed SWOP 3 profiles, on type 3 substrate.
- Kodak Approval, running color managed SWOP 3 profiles, on Somerset 100# or higher substrate.
- All proofs must include the IDEAlliance Color Control Bar. To download color bar to hot downloads at <http://idealliance.com>
- All proofs should have clear identification indicating the type of proof it is, and the name, address and phone number of the prepress service provider.

In compliance with Conde Nast Publications policy, you are required to submit a SWOP 3 certified proof. By choosing not to supply a SWOP certified proof with this ad submission

the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If you do not supply a SWOP certified proof, a laser content proof will be required. Failure to submit a laser proof may jeopardize the final content within your ad.

FILE STORAGE

The original proof and an archived copy of the digital ad file will be kept for 13 months after printing.

GENERAL MATERIAL DEADLINE

Materials are due at ad close.

For extensions, please contact WIRED Production Department.

If you have any questions, please call Mario Moore at WIRED Production Department.
Phone: 212-286-7382
Fax: 212-286-7712
Email: mario_moore@condenast.com

CONDE NAST PRINT INSERTS

For product details, please call Antoinette Redick.
Phone: 212-286-3759
Fax: 212-286-3126
Email: antoinette_redick@condenast.com