



## 2006 Closing Dates and Specifications

### 2006 Closing Dates

Issue	Ad Close	Materials Due	On Sale
Spring	12/15/05	12/22/05	2/14/06
Summer	3/16/06	3/23/06	5/16/06
Fall	6/08/06	6/15/06	8/08/06

### Mechanical Specifications:

Ad Size	Bleed	Trim	Non-Bleed/Live Area
Full Page	9-1/4" x 11-1/8"	9" x 10-7/8"	8-1/2" x 10"
Full Spread	18-1/2" x 11-1/8"	18" x 10-7/8"	17" x 10"
Half Spread	18-1/2" x 5-11/16"	18" x 5-7/16"	17" x 5"
1/2 Page Horizontal	9-1/4" x 5-11/16"	9" x 5-7/16"	8-1/2" x 5"
1/2 Page Vertical	4-3/4" x 11-1/8"	4-1/2" x 10-7/8"	4" x 10"
1/3 Page Vertical	3-1/4" x 11-1/8"	3" x 10-7/8"	2-1/2" x 10"
2/3 Page Vertical	5-1/8" x 10-3/4"	4-7/8" x 10-1/2"	4-5/16" x 9-1/2"
1/3 Page Square	6" x 5-11/16"	5-3/4" x 5-7/16"	5" x 5"
1/2 Page Digest	5-7/8" x 8"	4-5/8" x 7-3/4"	5" x 7-1/4"

**Trim Size:** 9 x 10-7/8"

**Binding Method:** Perfect

**Acceptable Digital Ad File Format:** PDF X-1a

**Proofs:** We accept both digital, press and offpress proofs which meet SWOP specifications. Kodak Approval proofs are preferred.

### Send ad materials to:

#### Wondertime

Ad Production

114 Fifth Ave, 13th Floor

New York, NY 10011

**Contact:** Tisha Paul, Ad Production Manager

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