



2007 Closing Dates and Specifications

2007 Closing Dates

Issue	Ad Close	Materials Due	On Sale
February/March	11/16/06	12/1/06	1/16/07
April/May	1/11/07	1/26/07	3/13/07
June/July	3/15/07	3/30/07	5/15/07
September/October	6/14/07	6/29/07	8/14/07
November	8/16/07	8/31/07	10/16/07
December/January	9/20/07	10/5/07	11/20/07

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	18-1/4" x 11-1/8"	18" x 10-7/8"	17" x 10"
Half Spread	18-1/4" x 5-5/8"	18" x 5-3/8"	17" x 5"
1/2 Page Horizontal	9-1/4" x 5-5/8"	9" x 5-3/8"	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	6-1/4" x 11-1/8"	6" x 10-7/8"	5" x 10"
1/3 Page Square	6-1/4" x 5-5/8"	6" x 5-3/8"	5" x 5"
1/2 Page Digest	6-1/4" x 7-1/2"	6" x 7-1/4"	5" x 7"

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

Binding Method: Perfect

Acceptable Digital Ad File Format: PDF X-1a

Proofs: *Wondertime* requires 3 proofs. We accept both digital press and off-press proofs which meet SWOP specifications. Kodak Approval proofs are preferred. Color lasers are not SWOP standard proofs. If a color laser is supplied as a proof, accurate color reproduction cannot be guaranteed. The color will be matched as closely as possible.

Send ad materials to:

Wondertime

Ad Production
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