



Digital File Specifications for AHF

Ad Dimensions

Bleed ads require a 3/8" safety margin between live matter not intended to bleed and trim edges and 1/8" from the inside of each page of a spread.

Specifications for inserts are available upon request.

<u>Ad Sizes</u>	<u>Width</u>		<u>Depth</u>
Magazine Trim Size	7 7/8"	x	10 3/4"
<u>Non Bleed Sizes</u>			
Two Page Spread	15"	x	10"
Full Page (image area)	7"	x	10"
1/3 Page (column)	2 1/4"	x	10"
1/3 Page (square)	4 1/2"	x	5"
<u>Bleed Sizes</u>			
Two Page Spread	16"	x	11"
Full Page	8 1/8"	x	11"

Production Schedule

ALL DATES ARE SUBJECT TO CHANGE.

As the below deadlines are crucial to the printing of American Health & Fitness, all bookings must be made on or before the ad booking deadline to reserve space. Any calls taken after this time are subject to space availability and time restrictions.

Please note that if there will be any delay with your artwork American Health & Fitness, must be notified before the art deadline.

<u>Issue</u>	<u>Cover Date</u>	<u>Ad Deadline</u>	<u>Art Deadline</u>	<u>On Sale Date</u>
25	Feb./Mar. '04	Nov. 5 '04	Nov. 15 '04	Jan. 4 '05
26	Apr./May '05	Jan. 5 '05	Jan. 14 '05	Mar. 8 '05
27	June/July '05	Mar. 4 '05	Mar. 15 '05	May 3 '05
28	Aug./Sept. '05	May 5 '05	May 14 '05	July 5 '05
29	Oct./Nov '05	Jul. 5 '05	Jul. 14 '05	Sep. 6 '05
30	Dec./Jan '06	Sep. 5 '05	Sep 14 '05	Nov. 8 '05

Mechanical Requirements

Printing Process: Web offset

Binding: Perfect bound

Platform: Mac, PC. (Macintosh preferred, see extra care below for PC files). Please use QuarkXPress, Illustrator, or Photoshop when putting ad together. Include all CMYK or grayscale (no RGB files) eps. or tif. files and also include all Macintosh Adobe Type 1 fonts (no truetype fonts) used. Both screen and printer fonts (PostScript and/or Type 1) must be sent for each font used in the document. Use the font's typeface (bold, italic, etc) instead of Quark's style menu. Your .eps and .tif files must be 300 dpi. Images placed in Quark must be at 80%-100% in scale. All two page spreads sent in Quark must be set up as two 7.875" x 10.75" pages. When building pages to the above dimensions, elements that bleed off the page must be extended 1/8" over the edge of the page on all three outer edges (top, bottom and sides).

We would prefer High Resolution Adobe Acrobat PDF files. Please follow QuadARM.com guidelines for the creation of PostScript and PDF.

AT LEAST ONE COLOR COPY MUST BE INCLUDED WITH ANY DISK.

We are not responsible for ads not meeting the above requirements.