

# Creative Specifications 2025

## Display Units

Unit	Dimensions
Spread*	17.5"W x 10.25"H
Full Page	8.5625 x 10.25
2/3 Horizontal	8.5625 x 6.6875
2/3 Vertical	5.5625 x 10.25
1/2 Horizontal Spread	17.5 x 5
1/2 Horizontal	8.5625 x 5
1/2 Vertical	4.1875 x 10.25
1/3 Horizontal	8.5625 x 3.25
1/3 Vertical	2.8125 x 10.25
1/3 Square	5.5625 x 5
1/3 Digest	4.1875 x 6.6875
1/4 Vertical	2 x 10.25
1/4 Square	4.1875 x 5
Billboard	8.5625 x 1.75
1/5 Vertical (Disruptor Unit)	1.75 x 10.25

## Insert Units

Unit	Dimensions
BRC**	6 x 4 blow in
BRC**	6 x 8 plus 3.5 hanger
SSI**	7.5 x 10.5 plus 3.5 hanger

\*Gutter Bleed Only

\*\*75# Hi-Bulk Uncoated Text

Ad sizes based on a trim size of 9"W x 10.75"H

## Printing

Rotogravure (Digital Engraved Cylinders) AARP Bulletin is produced completely digitally.

**Binding** Publication trim size is 9.375" x 10.75", which includes a .375" lap on the lo folio side. AARP Bulletin follows GAA/SWOP standards for halftone gravure digital materials. Total maximum acceptable 4/C density is 320%. Minimum printable tint value for the gravure printing process is 4% of each color used in a tint build. Gravure highlight minimum is 5% of any one color.

## Materials: Digital Data

**PDF/X-1a is required.** All fonts must be embedded.

Native application files - such as Adobe® InDesign®, Photoshop®, Illustrator® - with supporting files are also acceptable. InDesign is preferred for page layout. When sending InDesign documents, "package," including all fonts. Contact **Edward Sikora**, AARP Production Department, [esikora@aarp.org](mailto:esikora@aarp.org) 202-434-6892 for further instructions.

4/C images must be in CMYK mode, TIFF, or EPS format. PMS (Pantone) colors must be converted to CMYK values. Image resolution of 254–304 dpi is recommended. Logos and other design elements should be Illustrator EPS files. If any elements are scanned (bitmaps), they must be 600 dpi or higher. Do not exceed 320% in 4/C density. B/W and/or duotones may be TIFF. Logos may be either TIFF or EPS. B/W images should be grayscale mode.

Supply all fonts, including screen fonts, with the file. All custom or custom-kerned fonts must be named differently from the original font name to avoid type reflow problems. Supply both screen and printer fonts for custom fonts created by the client.

Font styles should not be created with the font attributes palette, including underlining. They must be actual font styles. Do not use Multiple Master fonts. TrueType fonts with very complex characters, such as stamp effects with a lot of holes, should be outlined. Ad files/materials will not be accepted via email. Contact the Production Department at 202-434-6894 for details.

## Proofing Stock and Inks

One Epson or equivalent digital proof consistent with SWOP is required. Commercial and catalog receptors or low-gain proofs are unacceptable, and Publisher is not responsible for variation or color shifts due to stock differences. All inks and toners must be GAA/SWOP standard. All proofs must contain GAA/SWOP proofing patches. Guidance proofs must be output at 100%. Scaled proofs are not acceptable.

## Type, Rule, and Minimum Tint Requirements

Publisher is not responsible for illegible type if the following requirements are violated: Minimum black type size is 8 pt. with serifs no less than .004" thick. Reverse type minimum is 8 pt. However, multicolor rules or type, reverse rules or type, and fine rules butting color should not be less than .012" thick (1 pt.) in the main part of the character. Fine serifs should not be less than .005" thick (.375 pt.). Do not use predefined hairline rules in desktop applications. For desktop, set black rule width no less than .375 pt.

## Ad File Submission

**NEW: Please upload all ad files to: [adshuttle.com/aarp](https://adshuttle.com/aarp).** File format: PDFX-1a file is required.

Publisher will not be responsible for color or content if the client declines to provide a contract proof for guidance.

For contract proof shipping instructions, contact **Edward Sikora**, AARP Production Department, [esikora@aarp.org](mailto:esikora@aarp.org), 202-434-6892.

For ad material questions or extension requests, contact **Judy Rutherford**, AARP Production Department, [jrutherford@aarp.org](mailto:jrutherford@aarp.org), 202-434-6894.

## Supplied Inserts

For supplied insert specifications and shipping instructions, contact **Tom Stirling**, AARP Production Department, [tstirling@aarp.org](mailto:tstirling@aarp.org), 202-434-2533.

## Insertion Orders

Send all insertion orders to **Christina Chiaffitella Nicolio**, AARP Media Advertising Network, [cchiaffitella@aarp.org](mailto:cchiaffitella@aarp.org)