

# Creative Specifications 2025

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## Display Units

### Bleed Ads

Unit	Bleed	Trim	Live Area
Spread	16"W x 10.5"H	15.75"W x 10.25"H	15.25"W x 9.75"H
Full Page	8.125 x 10.5	7.875 x 10.25	7.375 x 9.75
2/3 Vertical	5.375 x 10.5	5.125 x 10.25	4.625 x 9.75
1/2 Vertical	4.1875 x 10.5	3.9375 x 10.25	3.4375 x 9.75
1/2 Horizontal	8.125 x 5.375	7.875 x 5.125	7.375 x 4.625
1/3 Vertical	3 x 10.5	2.75 x 10.25	2.25 x 9.75
1/3 Square	5.125 x 5.125	4.875 x 4.875	4.375 x 4.375

### Ad File Submission

NEW: Please upload all ad files to [adshuttle.com/aarp](https://adshuttle.com/aarp). PDF/X-1a file format is required. If native files are submitted, and you choose to provide a proof. Please clearly mark each proof with any age demographic and geographic instructions.

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

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

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

## Display Units

### Non-Bleed Ads

Unit	Dimensions
Spread	15.25"W x 9.75"H
Full Page	7.375 x 9.75
2/3 Vertical	4.875 x 9.75
1/2 Vertical	3.625 x 9.75
1/2 Horizontal	7.375 x 4.875
1/3 Vertical	2.5 x 9.75
1/3 Square	4.625 x 4.625

NOTE Above sizes do not apply to special sections.

### Insertion Orders

Send all insertion orders to  
**Vivian Stroman-Way**  
AARP Media Advertising Network  
[vstroman@aarp.org](mailto:vstroman@aarp.org)

For creative specifications online,  
go to [adshuttle.com/aarp](https://adshuttle.com/aarp)

# Creative Specifications 2025

## Printing

Rotogravure and Web Offset 4/C, 2/C, and B/W

**Main Body** Rotogravure (Digitally Engraved Cylinders)

**National Copy Splits\*, Regionals, Test Markets**

Web Offset (Digital – Computer to plate)

**Covers** Web Offset (Digital – Computer to plate)

**Binding** Saddle Stitch 7.875"W x 10.25"H

AARP The Magazine is produced completely digitally for offset and gravure.

\*National 1/2 and 1/4 circulation ads may run offset or gravure and should be prepared using halftone gravure or generic specifications for highlight tones.

## Safety Margins

Bleed ads must be designed to run on either right-hand or left-hand pages. Include .125" bleed on all sides of bleed ads. Type to trim safety is .25". For live area, subtract .375" from bleed size on all sides. Publisher reserves the right to crop up to .125" from either side of any bleed page to compensate for variation in trim page size. Head and foot trim are .125" each.

For print quantities and delivery requirements, contact the Production Department at 202.434.6836. For specs online, go to [adshuttle.com/aarp](http://adshuttle.com/aarp).

## Standards

AARP The Magazine follows GAA/SWOP® standards for halftone gravure and offset digital materials. Refer to the latest revised GAA/SWOP booklet for additional details (reference websites: [www.gaa.org](http://www.gaa.org), [www.swop.org](http://www.swop.org)).

Maximum acceptable total 4/C density is 320%. 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. Adobe 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.

2/C ads are SWOP process colors only. Special PMS colors may require three or four process colors to match. 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 more 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.

B/W or 2/C ads that contain only line work (type, flat-tint panels, logos) may provide laser proof, but must have tint panels or colored areas specified in CMYK. B/W proofs should be printed in grayscale mode. Guidance proofs must be output at 100%. Scaled proofs are not acceptable.

Publisher will not be responsible for color or content if the client declines to provide a contract proof for guidance. 2/C ads are printed in SWOP process colors only. Use of spot or PMS colors may require three or four process colors to match. Contact the Production Department at 202-434-6894 for details if in doubt.

## 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. Minimum printable tint value for the gravure printing process is 4% of each color used in a tint build. 5% minimum tint value is preferred.