

Creative Specifications 2023

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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

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.

Ad File Submission

NEW: Please upload all ad files to: 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, 202-434-6892

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

Supplied Inserts

For supplied insert specifications and shipping instructions, contact **Roland Bland**, AARP Production Department
rbland@aarp.org, 202-434-6836.

Insertion Orders

Send all insertion orders to **Vivian Stroman-Way**, AARP Media Advertising Network, vstroman@aarp.org

For creative specifications online, go to adshuttle.com/aarp

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Printing

Rotogravure and Web Offset 4/C

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.

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, 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, 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 more details.

Proofing Stock and Inks

One Epson or equivalent digital proof consistent with SWOP is recommended and preferred. 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.

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

Type, Rule, and Minimum Tint Requirements

Publisher 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.