

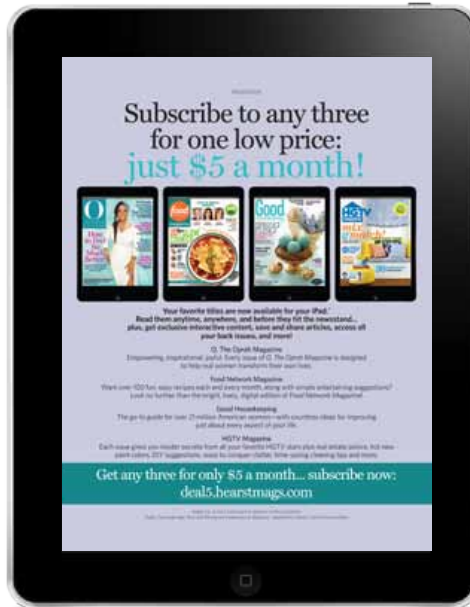
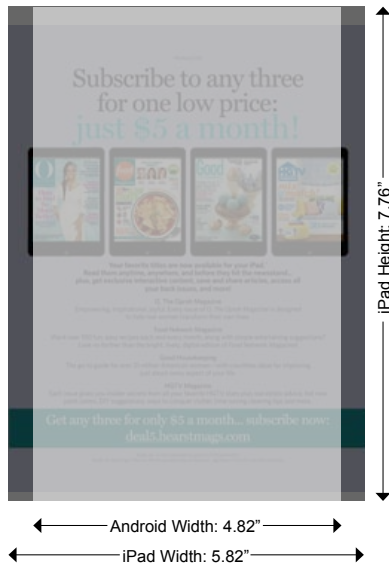
2015 ENHANCED FOR TABLET STATIC AD SPECIFICATIONS

FULL PAGE STATIC AD FORMAT:

Portrait-orientation only PDF x1A-compliant to a size of 5.82"W x 7.76"H with a "live area" of 4.82" x 7.76".

(To repurpose for 16:9- ratio Android devices, .5" will be cropped from both sides of the creative).

iPad Placement:



For Android devices, please select a preferred display method:

OPTION A: Fit to height. Cropped width to live area.

OPTION B: Fit to width. Letterbox with white at top and bottom.



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FORMATTING:

<i>File Format</i>	PDF/X-1A
<i>Dimensions</i>	5.82"W x 7.76"H (PORTRAIT ORIENTATION ONLY)
<i>Live Area</i>	4.62"W x 7.76"H (to repurpose for 16:9-ratio Android devices, .5" will be cropped from both sides of the creative) Please ensure there is a type safety of .16" at the top to allow for the menu bar.
<i>Resolution</i>	Minimum ppi of 300
<i>Color Space</i>	CMYK preferred

TO UPLOAD:

1. Go to: <http://ads.hearst.com>
2. Select Advertising Gateway at the top of the screen
3. Select House Beautiful
4. Log in or register if necessary
5. When you get to the screen below, select "iPad/Android" and then continue



6. Select your file and click Continue to start the upload
7. Click Send

You will receive a confirmation email after uploading.

Production Contact: Jackie Beck: 212.649.3720 or jpbeck@hearst.com

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