

# Mechanical requirements

**TRIM SIZE:** 8 $\frac{3}{8}$ " x 10 $\frac{1}{2}$ "

**BINDING:** Perfect, jogs to foot

**PRINTING:** Body and covers, Web offset

## UNIT SIZES AVAILABLE

SIZE	NON-BLEED	BLEED	LIVE AREA	TRIM
Spread	15 $\frac{3}{4}$ " x 10"	17" x 11"	16 $\frac{1}{4}$ " x 10"	16 $\frac{3}{4}$ " x 10 $\frac{1}{2}$ "
Page	7 $\frac{3}{8}$ " x 10"	8 $\frac{5}{8}$ " x 11"	7 $\frac{1}{2}$ " x 10"	8 $\frac{3}{8}$ " x 10 $\frac{1}{2}$ "
$\frac{2}{3}$ page vert.	4 $\frac{9}{16}$ " x 10"	5 $\frac{3}{8}$ " x 11"	4 $\frac{3}{8}$ " x 10"	5" x 10 $\frac{1}{2}$ "
$\frac{1}{2}$ page vert.	3 $\frac{3}{8}$ " x 10"	4 $\frac{1}{4}$ " x 11"	3 $\frac{1}{2}$ " x 10"	4" x 10 $\frac{1}{2}$ "
$\frac{1}{2}$ page horiz.	7 $\frac{3}{8}$ " x 4 $\frac{7}{8}$ "	8 $\frac{5}{8}$ " x 5 $\frac{13}{16}$ "	7 $\frac{1}{2}$ " x 4 $\frac{13}{16}$ "	8 $\frac{3}{8}$ " x 5 $\frac{3}{16}$ "
$\frac{1}{2}$ page horiz. spread	15 $\frac{3}{4}$ " x 4 $\frac{7}{8}$ "	17" x 5 $\frac{13}{16}$ "	16 $\frac{1}{4}$ " x 4 $\frac{13}{16}$ "	16 $\frac{3}{4}$ " x 5 $\frac{3}{16}$ "
$\frac{1}{3}$ page vert.	2 $\frac{1}{4}$ " x 10"	3 $\frac{1}{16}$ " x 11"	2 $\frac{1}{4}$ " x 10"	2 $\frac{3}{4}$ " x 10 $\frac{1}{2}$ "
$\frac{1}{3}$ page square	4 $\frac{9}{16}$ " x 4 $\frac{7}{8}$ "	n/a	n/a	n/a

## SAFETY MARGINS

Keep essential matter  $\frac{3}{8}$ " from bleed size. Live material on facing units should not be closer than  $\frac{1}{8}$ " to center fold on either side of gutter—total of  $\frac{1}{4}$ " for both pages.

## DISPLAY ADS

Digital files (PDFX1a) are the preferred format for advertising materials. Provide file on CD-ROM along with two SWOP proofs with color bar. Contact *Sunset* for detailed specifications or for FTP instructions.

## CARD INSERTS

Digital files are the preferred format for insert materials. Contact your *Sunset* representative for detailed specifications.

## DETAILED MECHANICAL SPECIFICATIONS

See SRDS Print Production Data or contact Cynthia Vreeland (see below).

## SHIPPING INSTRUCTIONS

Send all materials to:

Cynthia Vreeland  
Sunset Publishing Corporation  
80 Willow Road  
Menlo Park, CA 94025  
Phone: 650/324-5570  
Fax: 650/321-8193

## 2008 PUBLISHING CALENDAR

ISSUE	NATIONAL SPACE CLOSE, MATERIALS DUE	REGIONAL SPACE CLOSE, MATERIALS DUE	ON SALE
January	November 1	October 25	December 25
February	November 30	November 26	January 22
March	January 2	December 26	February 26
April	February 1	January 25	March 25
May	March 3	February 25	April 22
June	April 1	March 25	May 27
July	May 1	April 24	June 24
August	June 2	May 27	July 22
September	July 1	June 24	August 26
October	August 1	July 25	September 23
November	September 2	August 26	October 28
December	October 1	September 24	November 25

# Sunset

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