

# PRODUCTION SPECIFICATIONS

**American History • America's Civil War • Armchair General • Aviation History  
British Heritage • Civil War Times • Military History • Vietnam • Wild West • World War II**

## DIGITAL AD SPECIFICATIONS

Weider can accept digital ads from both Macintosh and Windows platforms. Before submission, please confirm that your application and media are listed below.

### FILE TYPE

- EPS—Illustrator, Quark XPress
- TIFF, PDF—PhotoShop, InDesign

Ads created in MS Word, MS Publisher, PowerPoint or any other word processing program will NOT be accepted.

For advertisements prepared in Quark XPress, place the page layout document and all images (use Collect for Output) in one folder. Collect all the fonts, both screen and printer, used in the document and place them in a folder labeled “fonts” inside the document folder. It’s critical that you supply all fonts used, even such common ones as Times and Helvetica. Different versions of fonts with the same name from the same foundry have different metrics or kerning pairs, and those differences can cause type to reflow. We will use your fonts exclusively for your ad.

### FONTS

We can only accept PostScript Type 1 fonts. If TrueType fonts are used, they must be converted to outlines in Illustrator or a similar program, or embedded within a PDF. Type must not have styles (bold, italic, etc.) applied in the page layout program. The actual (bold or italic) font must be selected.

### IMAGES

Photographic: Should be saved in TIFF or EPS format, not JPEG, and must not contain extra channels. The color space should be CMYK or Grayscale. Do not place CMYK images in black and white ads. The maximum ink coverage (C+M+Y+K) is not to exceed 300%. The resolution of images should be between 250 and 400 dpi. Images should not contain embedded transfer functions or halftone screens. Do not use ICC profiles or other color management. Linework: Should be saved as a bitmap TIFF. Should have an effective resolution of 1200 to 2400 dpi.



## VECTOR (EPS, logos, etc.)

Images must be embedded, not linked. Fonts must be converted to outline (preferred) or embedded within the EPS. Do not place EPS files inside of EPS files. Colors: No RGB or Pantone. Must be CMYK. Ink coverage not to exceed 300%.

## PRINTING/MECHANICAL SPECIFICATIONS

- **Printing Type:** Web Offset
- **Binding:**
  - Saddle-stitch:** Trim 7 7/8” x 10 1/2”  
American History, America’s Civil War, Aviation History, British Heritage, Civil War Times, Vietnam
  - Perfect Bound:** Trim 8 1/2” x 10 7/8”  
Military History and World War II
  - Perfect Bound:** Trim 7 7/8” x 10 1/2”  
Wild West
  - Perfect Bound:** Trim 8 3/8” x 10 1/2”  
Armchair General
- **Covers:** 150 linescreen
- **Body:** 150 linescreen (4C); 110 linescreen (BW)
- **Safety:** Live matter not intended to bleed must be 1/4” from the trim edge.
- **Bleed:** Allow for 1/8” trim on all bleed sides.

## PROOF POLICY

**Black & White:** A content proof is required. The proof must be printed at 100% with registration marks. This can be pulled from either a laser or inkjet printer.

**Four-Color Ads:** Weider requires a content proof for all ads—no exceptions. The content proof (printed at 100% with registration marks and a color bar) can serve as a color proof if it adheres to SWOP standards (a list of SWOP certified proofers can be found at <http://www.swop.org/certification/certmfg.asp>).

If a SWOP-standard proof is not provided, Weider can pull one for an additional charge. Weider is not responsible for matching color on ads that do not supply a SWOP standard proof.

<b>American History, America's Civil War, Aviation History, British Heritage, Civil War Times, Vietnam, Wild West</b>		
Ad Size	Non-Bleed Size	Bleed Size
Spread	15" x 10"	16" x 10 3/4"
Full Page	7" x 10"	8 1/8" x 10 3/4"
2/3 Page	4 5/8" x 9 3/4"	5 1/4" x 10 3/4"
1/2 Horizontal	7" x 4 3/4"	8 1/8" x 5 3/8"
1/2 Vertical	4 5/8" x 7 1/8"	5 1/4" x 7 3/4"
1/3 Vertical	2 1/4" x 9 3/4"	2 7/8" x 10 3/4"
1/3 Square	4 5/8" x 4 3/4"	N/A
1/6 Vertical	2 1/4" x 4 3/4"	N/A
1/6 Horizontal	4 5/8" x 2 3/8"	N/A
1/12 Page	2 1/4" x 2 3/8"	N/A
1/24 Page	2 1/4" x 11/8"	N/A

# PRODUCTION SPECIFICATIONS

**American History • America's Civil War • Armchair General • Aviation History  
British Heritage • Civil War Times • Military History • Vietnam • Wild West • World War II**

Military History and World War II		
Ad Size	Non-Bleed Size	Bleed Size
Spread	16" x 10"	17 1/4" x 11 1/8"
Full Page	7" x 10"	8 3/4" x 11 1/8"
2/3 Page	4 5/8" x 9 3/4"	N/A
1/2 Horizontal	7" x 4 3/4"	N/A
1/2 Vertical	4 5/8" x 7 1/8"	N/A
1/3 Vertical	2 1/4" x 9 3/4"	N/A
1/3 Square	4 5/8" x 4 3/4"	N/A
1/6 Vertical	2 1/4" x 4 3/4"	N/A
1/6 Horizontal	4 5/8" x 2 3/8"	N/A
1/12 Page	2 1/4" x 2 3/8"	N/A
1/24 Page	2 1/4" x 1 1/8"	N/A

Armchair General		
Ad Size	Non-Bleed Size	Bleed Size
Spread	15 1/2" x 9 1/2"	17" x 10 3/4"
Full Page	7 7/8" x 10"	8 5/8" x 10 3/4"
2/3 Page	4 5/8" x 9 1/2"	5 9/16" x 10 3/4"
1/2 Vertical	3 11/16" x 9 1/2"	4 5/16" x 10 3/4"
1/2 Horizontal	7 7/8" x 5"	8 5/8" x 5 1/4"
1/3 Vertical	2 1/4" x 9 1/2"	3 3/16" x 10 3/4"
1/3 Square	4 5/8" x 4 5/8"	N/A

Armchair General Post Exchange		
Ad Size	Non-Bleed Size	Bleed Size
1/2 Horizontal	6 3/4" x 4 1/4"	N/A
1/2 Vertical	3 1/4" x 8 5/8"	N/A
1/3 Square	4 3/8" x 4 3/8"	N/A
1/3 Vertical	2 3/16" x 8 3/4"	N/A
1/4 Vertical	1 1/2" x 8 5/8"	N/A
1/4 Horizontal	6 3/4" x 2"	N/A
1/6 Vertical	2 3/16" x 4 3/8"	N/A
1/12 Square	2 3/16" x 2 3/16"	N/A
1 Inch Rectangle	2 3/16" x 1 1/8"	N/A

## SUBMITTING YOUR AD

Ads can be submitted in any of the following ways:

### • Mail/Overnight Delivery

For submission by mail or overnight delivery, please send your ad (along with an acceptable proof) to:

Weider History Group  
Attn: Karen Bailey  
19300 Promenade Dr. • Leesburg, VA 20176-6500  
karen.bailey@weiderhistorygroup.com  
Phone: 703-779-8301

### • E-Mail

The maximum file size accepted through email is 5 MB. All files submitted via email must be compressed using a program such as Stuffit® or WinZip® applications to compress all files into a single folder. Please send files to Karen Bailey at the above e-mail address.

**Proofs are still required for ads submitted electronically (see Proof Policy for requirements).**

### • FTP (File Transfer Protocol)

FTP is a simple way to transmit large files over the Internet. It is ideal for advertisers with high-speed Internet connections to send revised or last-minute files in time to meet press dates. We recommend the use of Stuffit® or WinZip® applications to compress all files into a single folder.

**Proofs are still required for ads submitted electronically (see Proof Policy for requirements).**

## FTP LOG-ON CREDENTIALS

Host Site Address: <ftp://ftpwhg.com>

User Name: **u43963642**

Password: **Weider99**

Follow these instructions to access the FTP site:

### Launch Fetch or other FTP transfer software.

You can also use an Internet browser, such as Microsoft Internet Explorer (PC only).

### Enter the Host, Username and Password.

Once the software logs on to the FTP site, you can simply drag-and-drop your folder/file(s) into the ads folder under the magazine folder.

**NOTE:** If you are sending more than one file, it is highly recommended that you place all files into a single folder, then place the folder onto the FTP site. After uploading to the FTP site, you must contact the person listed below to inform them you have uploaded your ad and provide them with the file name, publication and issue date of insertion. All files more than 30 days old are automatically deleted from the FTP site.

## FTP CONTACT INFORMATION

Karen Bailey  
karen.bailey@weiderhistorygroup.com  
703-779-8301

# 2009 TERMS & CONDITIONS

## Advertising Data

- Advertising position- R.O.P. is standard. Special positions are available in some publications.
- Inserts/cards accepted. Rates provided on request. Inserts must meet second class postal requirements.
- Bleeds - no charge.
- Multi-title discounts are available. Rates provided on request.
- Agency Commission - 15% to recognized agencies.
- Not liable for key code errors.
- Classified advertising is available in most publications. Call the classified advertising department at 800-649-9800 for information and rates.

## Production Charges

Typesetting, layout/design, color separations, scanning, reducing or enlarging ad material, compositing film, color proofs, and changes to original materials supplied will all incur a production charge to be billed at trade rates. Quotes available upon request. Calibrated digital proofs must be furnished for all color ads. Publisher is not responsible for quality of reproduction if color proofs are not furnished.

## Terms and Conditions

**Billing:** Payable upon receipt. Advertisers using a P.O. Box number in their address must furnish Publisher with a legal street address and phone number. Advertisers who increase their frequency will be rebated; advertisers who do not complete a contracted schedule will be subject to a short rate. No cancellations accepted after deadline.

**Prepayment requirement:** Prepayment and a completed Weider History Group (WHG) credit application are required from new advertisers and advertisers who have not appeared in a WHG title in the past two years. Exception: Advertisers who are using an AAAA advertising agency or an agency that has qualified for credit from Weider History Group.

## International

To all advertisers outside the domestic U.S., payment must be made in U.S. funds by or before the space reservation deadline of the issue requested.

## Address ad materials for

**America's Civil War, American History, Armchair General, Aviation History, British Heritage, Civil War Times, MHQ: The Quarterly Journal of Military History, Military History, Vietnam, Wild West, and World War II to:**

Weider History Group

Attn: Karen Bailey

19300 Promenade Dr.

Leesburg, VA 20176-6500

Phone (703) 779-8301 Fax (703) 779-8330

## Terms and Conditions

The following terms and conditions shall govern the placement and order for placement of any advertisements in Weider History Group by Advertiser and any Agency acting on Advertiser's behalf. By submitting an order for placement of an advertisement and/or by placing an advertisement, Advertiser and Agency, and each of them, agree to be bound by all of the following terms and conditions:

1. All advertisements are subject to Publisher's prior approval. Publisher reserves the right to reject or cancel any advertisement prior to publication or thereafter for any reason at any time without liability.
2. Advertiser and agency represent and warrant that they have the right and authority to place the advertisement in the publication and that nothing contained in the advertisement will violate or infringe upon the rights of any person or entity, including without limitation, any copyright, trademark or right of publicity or privacy, or defame or disparage any person or entity, or violate any law, rule or regulation including without limitation, any U.S. Postal regulations.
3. Advertiser and agency, and each of them, shall defend Publisher upon Publisher's request and shall indemnify and hold Publisher harmless from and against any claim, damage, loss, judgment, cost or expense (including without limitation, Publisher's attorneys' fees) relating to or arising out of the advertisement, its placement in Publisher's magazine, or the breach or alleged breach of any warranty, representation or agreement by Advertiser and/or Agency.
4. Advertisements that, in the sole judgment of Publisher, are not immediately identifiable as advertisements may be labeled as advertisements by Publisher in the publication.
5. In no event shall Publisher be held liable as the result of any error, delay or omission beyond publisher's reasonable control, including, without limitation, any strike, fire, or accident.
6. Publisher's liability, if any, relating to or arising out of the placement of the advertisement in the publication or any error, delay or omission relating thereto shall not exceed the amounts actually paid by Advertiser and/or Agency for placing the advertisement, and in no event shall Publisher be liable for any loss of income, profit or direct or indirect consequential damages of any nature.
7. Publisher makes no representations or warranties with respect to the quality of the appearance of the advertisement, and in no event shall Publisher be responsible for the production quality of any materials or inserts provided to Publisher. Advertiser and agency shall be responsible for any additional costs incurred by Publisher resulting from the failure of any materials or inserts furnished to Publisher to meet Publisher's specifications. In the event that Publisher is unable to publish the furnished materials or inserts as a result of their failure to meet such specifications, Advertiser and Agency shall remain liable for the applicable rate card charges as if the advertisement had run.
8. All orders to place advertisements in the publication are subject to the rate card charges, space units and specifications then in effect, all of which are subject to change and shall be made a part of these terms and conditions.
9. Advertiser and Agency shall be jointly and severally liable for the costs of placing the advertisement and any other charges relating thereto, including any costs of collection incurred by Publisher, such costs shall include Publisher's attorneys' fees.
10. Publisher may, in its sole discretion, set any restrictions on the positioning of the accrual advertisement in the publication.
11. These terms and conditions constitute the sole agreement of Advertiser, Agency and Publisher with respect to the subject matter hereof and may not be modified or changed without Publisher's written consent. In no event shall Publisher be bound by any terms or conditions sought to be imposed by Advertiser or Agency, whether in a purchase order, instructions or otherwise, relating to the subject matter hereof.