Weider History Group 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, Military History Quarterly & 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 (B&W)
- 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: 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.

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).

Weider History Group
Digital Ad Specifications

American History, America's Civil War, Aviation History, British Heritage, Civil War Times, Vietnam, Wild West

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

Military History, Military History Quarterly*, 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

*MHQ offers bleed size only for Cover 2, Cover 3 and Cover 4.

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 3/4"	6" x 10 3/4"
1/2 Horizontal	7" x 4 3/4"	8 5/8" x 5 3/4"
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

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