## Display Units

<table>
<thead>
<tr>
<th>Unit</th>
<th>Bleed</th>
<th>Trim</th>
<th>Live Area/Non-Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>16” w x 10.5” h</td>
<td>15.75” w x 10.25” h</td>
<td>15.25” w x 9.75” h</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.125 x 10.5</td>
<td>7.875 x 10.25</td>
<td>7.375 x 9.75</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>5.375 x 10.5</td>
<td>5.125 x 10.25</td>
<td>4.625 x 9.75</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>4.1875 x 10.5</td>
<td>3.9375 x 10.25</td>
<td>3.4375 x 9.75</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>8.125 x 5.375</td>
<td>7.875 x 5.125</td>
<td>7.375 x 4.625</td>
</tr>
<tr>
<td>1/2 Square</td>
<td>3 x 10.5</td>
<td>2.75 x 10.25</td>
<td>2.25 x 9.75</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>5.125 x 5.125</td>
<td>4.875 x 4.875</td>
<td>4.375 x 4.375</td>
</tr>
</tbody>
</table>

Above sizes may not apply.

## BRC Creative Specifications

(Flat and folded cards)

<table>
<thead>
<tr>
<th>Unit</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small</td>
<td>6” w x 4.375” h</td>
</tr>
<tr>
<td>Large</td>
<td>6 x 6.125”</td>
</tr>
</tbody>
</table>

*Includes .125” foot trim for folded cards. Keep live area .25” from foot trim.

Publication is saddle stitched. All cards must run with a partner (lo folio/hi folio) and be reviewed and approved by Production to ensure compliance with bindery specifications.

Copy and content of all BRCs and insert cards must be submitted to Ad Policies for review at the time of the BRCs space closing date. We prefer insert cards to be supplied on paper that is certified by a recognized organization such as SFI, PEFC, or FSC.

Not available for test markets. Prices are based on standard stock (75# Hi-Bulk) and sizes (small: 6” x 4.25”; large: 6” x 6”). All cards that are different sizes and stocks will automatically incur additional costs to be determined at time of review by Production. All prices are estimates pending final review upon receipt of materials.

All BRCs that are deemed “special units,” such as envelopes, etc., will incur additional costs.

### Ad File Submission

Please upload all ad files to: [https://aarp.sendmyad.com](https://aarp.sendmyad.com)

It is preferred that ad files be transmitted in PDF/X-1a file format.

If native files are submitted, and you choose to provide a proof, send the proof to arrive the next day to:

Leslie Eckman  
AARP Publications c/o  
HudsonYards Studios Lancaster  
216 Greenfield Road  
Lancaster, PA 17601  
717.293.2404 (for FedEx)

Please clearly mark each proof with any age demographic and geographic instructions.

### Material questions or extension requests:

Judy Rutherford  
AARP Production Department  
jrutherford@aarp.org  
202.434.6894

### Insert creative specifications and shipping instructions:

Roland Bland  
AARP Production Department  
rblind@aarp.org  
202.434.6836

### Insertion Orders:

Vivian Stroman-Way  
AARP Media Solutions  
vstroman@aarp.org
**Printing**

Rotogravure and Web Offset 4/C, 2/C, and B/W

**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" x 10.25"

AARP The Magazine is produced completely digitally for offset and gravure.

*National ½ and ¼ 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 [advertise.aarp.org](http://advertise.aarp.org).

**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 preferred. 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.

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.

2/C ads are SWOP process colors only. Special PMS colors may require three or four process colors to match. 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 Kodak Approval™ or Epson® 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.

B/W or 2/C ads that contain only line work (type, flat-tint panels, logos) may provide laser proof, but must have tint panels or colored areas specified in CMYK. B/W proofs should be printed in grayscale mode. Guidance proofs must be output at 100%. Scanned proofs are not acceptable.

Publisher will not be responsible for color or content if the client declines to provide a contract proof for guidance. 2/C ads are printed in SWOP process colors only. Use of spot or PMS colors may require three or four process colors to match. Contact the Production Department if in doubt.

**Type, Rule, and Minimum Tint Requirements**

Publisher not responsible for illegible type if the following requirements are violated: Minimum black type size is 10 pt. with serifs no less than .004" thick. Reverse type minimum is 10 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.