

# Targeted Media 2012 Wrap Specifications

Targeted Media will only bind cover wraps created according to these specifications and guidelines. The sponsor will be responsible for any costs incurred due to variances on the specifications herein stated.

**Please select the appropriate publication from the list below by clicking on the title.**

Cooking Light	Golf	Real Simple
Entertainment Weekly	Health	Southern Living
Essence	Money	Sports Illustrated
Food & Wine	People	Time
Fortune	People En Español	

## Logo

The magazine logo must be reproduced on Cover I in the same size and position as the front cover of the magazine. Logos are supplied by Targeted Media.

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## White Address Box

The Cover I "white box" for addressing subscriber name and address must follow the specs to the right. These are specific to each magazine.

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## Cover I Disclaimer

The following Cover I disclaimer must be worded verbatim; in a type size of at least 9 point; stacked to fit in the bottom corner opposite the white box. Please note use of ALL CAPS and registered trademarks.

Through special arrangements with the publisher, this [company name] informational cover wrap has been placed on a limited number of copies of [MAGAZINE TITLE®] magazine. It does not constitute an endorsement by [MAGAZINE TITLE] and no endorsement is implied. [MAGAZINE TITLE] is a registered trademark of

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## Outsert Cover

Sponsor's Cover I creative must be contained in a 5" x 5" box within a min. 2 pt. rule border. Creative box is to be centered horizontally on the page and vertically between the magazine logo and white address box. In lieu of a rule, a shadow or distinguishing background color can be used to separate the sponsor's creative box from the background.

The sponsor's name and/or logo must be included and easily recognized in the Cover I creative box.

Cover I background color must be solid. It will be extended into the spine for perfect-bound cover wraps.

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## WAITING ROOM COPY

All public place accounts are required to include "WAITING ROOM COPY" on Cover I.  
Spanish Translation: "EJEMPLAR PARA SALA DE ESPERA"  
Follow specs to the right:

Font: 12 pt. Arial Bold (ALL CAPS)  
Placed: Justified left above White Address Box;  
below 5" x 5" box  
Color: Knockout White  
(or Black on covers with white background)

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## Creative Content

Creative cannot, under any circumstances, resemble the magazine's editorial or play on the EDIT theme.

## CAUTION!

Targeted Media Production must receive a Lo-Res (PDF ) wrap layout via email one week prior to final material deadline for publisher approval.

\*PLEASE REMOVE ALL CROP/TRIM MARKS BEFORE UPLOADING FINAL FILES\*

## Required Final Materials

✓ PDF/X-1a files per the specs below

## Virtual Proofing Method

PDF/X-1a required file format eliminates client supplied SWOP color proofs. For more information please contact your Targeted Media Account Manager or go to [www.SWOP.org](http://www.SWOP.org).

## PDF/X-1a Preparation

Please submit digital files in PDF/X-1a format to our ad portal as single page and spread wrap units (see diagrams right). Targeted Media does not accept native application files (i.e. QuarkXpress, InDesign, PageMaker).

- Use only Type 1 Fonts – NO TrueType, Composite Fonts or Font Substitutions
- All images must be CMYK or gray scale. TIFF or EPS (no JPEG Images) between 200 and 400 DPI at 100%. Use of a 5th / 6th color will require additional charges.
- Reverse lettering: dominate color should be used for shape of letters with subordinate colors spread slightly to reduce registration problems
- Total area density should not exceed 300% TAC
- All required image trapping must be included in the file
- No RGB images or embedded Color Management
- No external OPI comments embedded
- Do not place any critical elements (text and/or images) outside the Live Safety Area. Any element that is outside the Live/Safety must extend to the full bleed specification. For spreads, splitting copy over the fold is not recommended.

## File Upload Instructions

All files must be submitted via the Targeted Media Ad Portal. Upon successful completion of your upload, please contact your Account Manager with the file name(s). Please do not compress files prior to upload.

1. Go to: <https://direct2tmi.sendmyad.com/>  
If 'First Time User', you are required to register a username/password
2. Sign In
3. Select "Send My Ad" and follow step-by-step instruction for upload
4. Notes:  
'Get Help' option can be used at top of portal for upload demo videos  
'Download Ad receipt' button provides file upload details

## Pagination Positioning Approval

Targeted Media production will send a PDF indicating the pagination of your cover wrap pages. Please confirm the pagination and creative are correct for the issues your creative is supplied.

## Contact

Targeted Media, Inc., One Station Place, Stamford, CT, 06902  
Phone: 800.225.3457 | email: [tm\\_adservices@timeinc.com](mailto:tm_adservices@timeinc.com)

## Wrap Creative Dimensions

A Full .25" bleed is required on all trim edges.  
The live/safety area is .375" in from trim/spine edges.

