



# creative specs

## ad notes & inserts

### Front Page AdNotes

### Live Image Area

### Trim Size

### Bleed Size

All text needs to be at least .025" from trim edge

2.875" x 2.875"

Add .0625" on all sides

*\*Zoning available on the CT Post and New Haven Register only.*

### Hearst Direct Print & Inserts

### Page Sizes

### Bleed Size

5.5" x 8.5", 8.5" x 11", 10" x 11.5"  
11" x 17" folded to 8.5" x 11"  
11" x 17" special fold (trifold or coupon lip)

For all sizes bleed will result in a slightly smaller overall size.

### Front Page AdNotes:

Maximum impact! Great results and visibility. Place an AdNote on any of our eight daily or 13 weekly newspapers. They can also be placed on GO and our TMC products.

### Hearst Direct Print & Inserts:

Minimum quantity is 10,000. All inserts are 4 color 2-sided. All inserts print on 70# glossy stock.



*Pictured: Front Page AdNotes*