

# HOUR MEDIA PRINT ADVERTISING SPECIFICATIONS

MEDIA

## HOUR DETROIT

**Full Page:** Trim Size: 9" x 10.875" • Live Area: 8.375" x 10.25"

**Spread:** Trim Size: 18" x 10.875" • Live Area: 17.375" x 10.25"

DISPLAY ADS	DIMENSIONS
Spread (bleed)	18.25" x 11.125"
Full Page (bleed)	9.25" x 11.125"
1/2 Horizontal	7.5625" x 4.7081"
1/2 Vertical	3.6563" x 9.6662"
1/4 Vertical	3.6563" x 4.7081"

### GROUP AD SECTIONS

Full Page	7.5625" x 8.8956"
1/2 Horizontal	7.5625" x 4.3228"
1/2 Vertical	3.6563" x 8.8956"
1/3 Vertical	2.3542" x 8.8956"
1/4 Vertical	3.6563" x 4.3228"

## METROPOLITAN DETROIT GUEST GUIDE

**Full Page:** Trim Size: 8.375" x 10.875" • Live Area: 7.75" x 10.25"

**Spread:** Trim Size: 16.75" x 10.875" • Live Area: 16.125" x 10.25"

DISPLAY ADS	DIMENSIONS
Back Cover <i>*Based on printer's specs</i>	9.25" x 12.5"
Spread (bleed)	17" x 11.125"
Full Page (bleed)	8.625" x 11.125"
1/2 Horizontal	7.125" x 4.69"
1/4 Vertical	3.4" x 4.69"

## DETROIT DESIGN

**Full Page:** Trim Size: 8" x 10.875" • Live Area: 7.375" x 10.25"

**Spread:** Trim Size: 16" x 10.875" • Live Area: 15.375" x 10.25"

DISPLAY ADS	DIMENSIONS
Spread (bleed)	16.25" x 11.125"
Full Page (bleed)	8.25" x 11.125"
1/2 Horizontal	7" x 4.625"
1/2 Vertical	3.375" x 9.5"
1/4 Vertical	3.375" x 4.625"

### SPECIAL SECTION

Full Page	7" x 9.25"
1/2 Horizontal	7" x 4.125"
1/4 Vertical	3.375" x 4.125"

## DBUSINESS, DETROIT 500, HEALTH GUIDE, METRO DETROIT WEDDINGS

**Full Page:** Trim Size: 8.375" x 10.875" • Live Area: 7.75" x 10.25"

**Spread:** Trim Size: 16.75" x 10.875" • Live Area: 16.125" x 10.25"

DISPLAY ADS	DIMENSIONS
Spread (bleed)	17" x 11.125"
Full Page (bleed)	8.625" x 11.125"
2/3 Vertical (Table of Contents/Guaranteed)	4.65" x 9.685"
1/2 Horizontal	7.125" x 4.69"
1/3 Vertical	2.18" x 9.685"
1/4 Vertical	3.4" x 4.69"

### SPECIAL SECTION

Full Page	7.125" x 9.125"
1/2 Horizontal	3.44" x 9"
1/2 Vertical	8.917" x 5.494"
1/4 Vertical	3.44" x 4.378"

## GRAND RAPIDS MAGAZINE

**Full Page:** Trim Size: 8.375" x 10.875" • Live Area: 7.75" x 10.25"

**Spread:** Trim Size: 16.75" x 10.875" • Live Area: 16.125" x 10.25"

DISPLAY ADS	DIMENSIONS
Spread (bleed)	17" x 11.125"
Full Page (bleed)	8.625" x 11.125"
1/2 Horizontal	7.875" x 5.0625"
1/2 Vertical	3.8125" x 10.375"
1/4 Vertical	3.8125" x 5.0625"

### SPECIAL SECTION

Full Page	7.875" x 9.5375"
1/2 Horizontal	7.875" x 4.6437"
1/3 Vertical (Top Docs Only)	2.4455" x 9.5375"
1/4 Vertical	3.8125" x 4.6438"

# HOUR PRINT ADVERTISING SPECIFICATIONS *(cont.)*

MEDIA

## MICHIGAN BLUE

**Full Page:** Trim Size: 9" x 10.875" • Live Area: 8.375" x 10.25"

**Spread:** Trim Size: 18" x 10.875" • Live Area: 17.375" x 10.25"

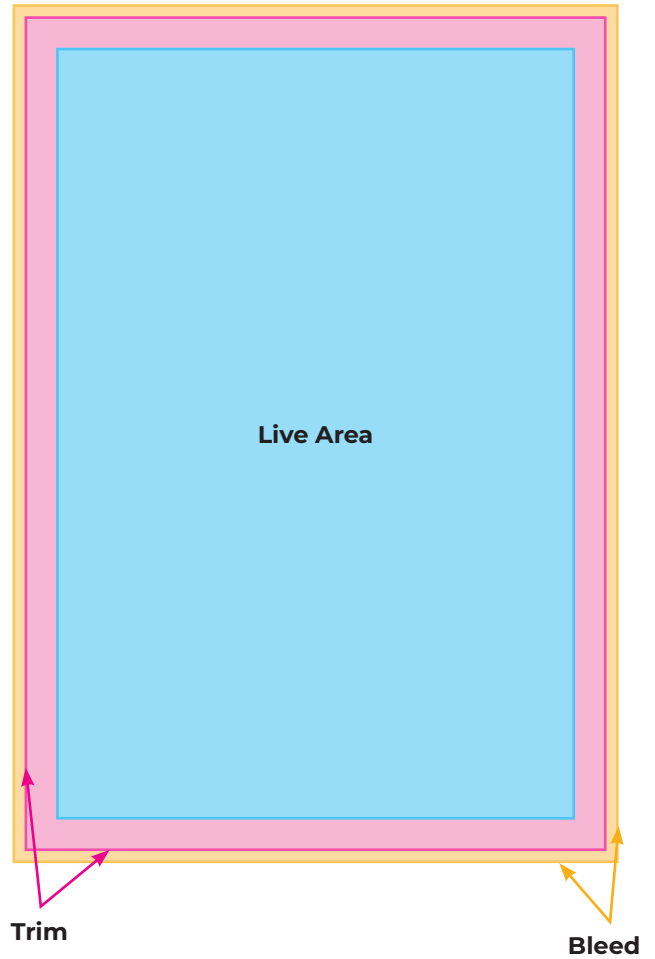
DISPLAY ADS	DIMENSIONS
Spread (bleed)	18.25" x 11.125"
Full Page (bleed)	9.25" x 11.125"
1/2 Horizontal	7.58" x 4.55"
1/4 Vertical	3.67" x 4.55"
1/2 Vertical	4.5938" x 10.1875"

## URBAN STREET

**Full Page:** Trim Size: 6" x 10" • Live Area: 5.375" x 9.375"

**Spread:** Trim Size: 12" x 10" • Live Area: 11.375" x 9.375"

DISPLAY ADS	DIMENSIONS
Spread (bleed)	12.25" x 10.25"
Full Page (bleed)	6.25" x 10.25"
1/2 Vertical	2.625" x 9.25"
1/2 Horizontal	5.5" x 4.5"
1/4 Horizontal	5.5" x 2.125"
1/4 Vertical	2.625" x 4.5"
Single Co-Op Block	2.6563" x 2.1167"
Double Co-Op Block Horizontal	5.5" x 2.1167"
Double Co-Op Block Vertical	2.6563" x 4.4208"



**Live Area** – The area in the center. All essential elements of the design should be in this area (text, logos, addresses, websites, images).

**Trim** – The size your work will be cut to.

**Bleed** – The area of artwork that needs to “bleed” off the edge to be trimmed off, leaving no unwanted white border.