



MECHANICAL REQUIREMENTS FOR WWE KIDS MAGAZINE

Please note: All World Wrestling Entertainment Publications are printed CTP web offset. All Ads are subject to approval by World Wrestling Entertainment, Inc.

DIGITAL FILES

- *Digital Files are preferred.
- *One (1) high-resolution proof should be supplied.
- *280% maximum print density.
- *All text in these files should be editable.
- *Must be high-resolution: body minimum 266 dpi.
- *Colors in files should be converted to CMYK; minimum 300dpi.
- *Files must be QuarkXPress 6.0 or lower, Adobe Illustrator.
- *Supply zip disk or CD in Mac format. Adobe Photoshop, Adobe InDesign or high resolution/ print-ready Adobe PDF.

SHIPPING INSTRUCTIONS

Send all ad materials
Devia L. Brown
and insert samples to the
World Wrestling Entertainment, inc.
attention of:
780 Third Avenue, 11th floor
New York, NY 10017

FILM/FILE DIMENSIONS

	Bleed		Trim		Live Area	
	width	depth	width	depth	width	depth
Two Page Spread	15 3/4"	x 10 3/4"	15 1/2"	x 10 1/2"	15"	x 10.0"
Full Page	8"	x 10 3/4"	7 3/4"	x 10 1/2"	7 1/4"	x 10.0"
1/2 Page(horiz.)	8"	x 5 3/8"	7 3/4"	x 5 1/8"	7 1/4"	x 4 5/8"
1/2 page (vert.)	4"	x 10 3/4"	3 3/4"	x 10 1/2"	3 1/4"	x 10.0"
1/3 page (vert.)	2 7/8"	x 10 3/4"	2 5/8"	x 10 1/2"	2 1/8"	x 10.0"
1/3 page (horiz.)	8"	x 3 5/8"	7 3/4"	x 3 3/8"	7 1/4"	x 2 7/8"
1/2 page spread	15 3/4"	x 5 3/8"	15 1/2"	x 5 1/8"	15.0"	x 4 5/8"

Direct Inquiries to:
Devia L. Brown
Tel: 212.909.9314
fax: 212.688.1454

Send Insert Materials:
Mark Powell
R.R. Donnelley
3201 Lebanon Road
Danville, KY 40422-9604
Tel: 859.238.2327
Fax: 859.236.1482
email: james.m.powell@rrd.com
Specify for what issue on packages

**Notes

1. Bleed dimensions include 1/8" bleed for trim.
2. Subtract 1/4" from bleed dimensions for both width and depth for trim size e.g., 8" x 10 3/4" bleed equals 7 3/4" x 10 1/2" trim.
3. For all bleed ads please keep all live matter 1/4" from final trim on all sides. E.g., 7 3/4" x 10 1/2" trim-size equals 7 1/4" x 10" live area.

NON-BLEED ADS

	Non-Bleed width	Non-Bleed depth
Two Page Spread	16.0"	x 10.0"
Full Page	7 1/4"	x 10.0"
1/2- page (horiz.)	7 1/4"	x 4 5/8"
1/2-page (vert.)	3 1/2"	x 10.0"

PUBLICATION TRIM DIMENSIONS

Single page trim size: 7 3/4" x 10 1/2"
Two-page spread trim size: 15 1/2" x 10 1/2"

