

BusinessWeek China

MECHANICAL REQUIREMENTS

One set screened positive film right reading, emulsion side down for all editions, 1 set progressives, Matchprints or Cromalins, plus one additional topsheet

- Black and 1 color 110-line screen (Engraver's proofs).
- 4-Color 133-line screen (send progressives).

Size of Advertising Units

Trim Size : 7 7/8" x 10 1/2"
(200mm x 266mm)

	Non-bleed Width x Depth	Bleed Width x Depth
2 page spread bleed on all sides	14 3/4" x 10" 375mm x 254 mm	16 1/8" x 10 7/8" 410mm x 276mm
1 page	7" x 10" 178mm x 254mm	8 1/4" x 10 7/8" 210mm x 276mm
2/3 page 2 columns	4 5/8" x 10" 117mm x 254mm	5 3/8" x 10 7/8" 137mm x 276mm
1/2 page horizontal	7" x 4 7/8" 178mm x 124mm	8 1/4" x 5 5/8" 210 mm x 143mm
1/3 page vertical 1 column	2 1/4" x 10" 57mm x 254mm	2 3/4" x 10 3/4" 70mm x 273mm
1/3 page horizontal 2 columns wide by 68 agate lines deep	4 5/8" x 4 7/8" 117mm x 124mm	5 3/8" x 5 1/4" 130mm x 133mm
1/2 page spread horizontal with gutter bleed	14 3/4" x 4 7/8" 375mm x 124mm	16" x 5 3/8" 407mm x 137mm