

# HOUR MEDIA PRINT ADVERTISING SPECIFICATIONS

## HOURLY DETROIT

**Reg. Full Page:** Trim Size: 10.25" x 13" • Live Area: 9.5" x 12.5"  
**Spread:** Trim Size: 20" x 13" • Live Area: 19" x 12.5"

FULL PAGE	DIMENSIONS
Full Page (bleed)	10.5" x 13.25"
Full Page (non-bleed)	9.5" x 12.5"

SPREAD	DIMENSIONS
Spread (bleed)	20.75" x 13.25"

FRACTIONAL	DIMENSIONS
2/3 Vertical	5.917" x 12"
1/2 Horizontal	8.917" x 5.833"
1/2 Vertical	4.292" x 12"
1/3 Vertical	2.75" x 12"
1/4 Vertical	4.292" x 5.833"

SPECIAL SECTION	DIMENSIONS
Full Page	8.917" x 11.25"
1/2 Horizontal	8.917" x 5.494"
1/2 Vertical	4.292" x 11.25"
1/4 Vertical	4.292" x 5.494"

TRAVEL & BRIDAL DIRECTORY	DIMENSIONS
Single Square Vertical	1.752" x 3.562"
Double Square	3.625" x 3.562"
Triple Square Horizontal	5.55" x 3.562"
4x Square Horizontal	7.3017" x 3.516"
4x Square Vertical	3.562" x 7.25"
5x Square Horizontal	9.444" x 3.562"
6x Square Vertical	5.569" x 7.2962"
8x Square	7.329" x 7.263"
Full Page	9.5" x 7.375"

## DETROIT DESIGN

**Reg. Full Page:** Trim Size: 8" x 10.875" • Live Area: 7" x 9.875"  
**Spread:** Trim Size: 16" x 10.875" • Live Area: 15" x 9.875"

FULL PAGE	DIMENSIONS
Full Page (bleed)	8.25" x 11.125"
Full Page (non-bleed)	7.625" x 10.125"

SPREAD	DIMENSIONS
Spread (bleed)	16.25" x 11.125"

FRACTIONAL	DIMENSIONS
1/2 Horizontal	7" x 4.625"
1/2 Vertical	3.5" x 9.875"
1/4 Page	3.375" x 4.625"

SPECIAL SECTION	DIMENSIONS
Full Page	7.125" x 9.125"
1/4 Page	3.375" x 4.125"
1/2 Horizontal	7" x 4.125"
1/2 Vertical	3.44" x 9"

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

**Reg. Full Page:** Trim Size: 8.375" x 10.875" • Live Area: 7.625" x 10.125"  
**Spread:** Trim Size: 16.7575" x 10.875" • Live Area: 15.25" x 9.375"

FULL PAGE	DIMENSIONS
Full Page (bleed)	8.625" x 11.125"
Full Page (non-bleed)	7.625" x 10.125"

SPREAD	DIMENSIONS
Spread (bleed)	17" x 11.125"

FRACTIONAL	DIMENSIONS
2/3 Vertical	4.65" x 9.685"
1/2 Horizontal	7.125" x 4.69"
1/3 Horizontal	4.65" x 4.69"
1/3 Vertical	2.18" x 9.685"
1/6 Vertical	2.18" x 4.69"
1/12 Square (Weddings Only)	2.18" x 2.193"
1/4 Vertical (DD,DB,HG)	3.4" x 4.69"
1/2 Vertical (HG Only)	3.562" x 9.875"

SPECIAL SECTION	DIMENSIONS
Full Page	7.125" x 9.125"
1/4 Page	3.44" x 4.378"
1/2 Horizontal	7.125" x 4.378"
1/2 Vertical	3.44" x 9"

# HOUR MEDIA PRINT ADVERTISING SPECIFICATIONS (cont.)

## METROPOLITAN DETROIT GUEST GUIDE

**Reg. Full Page:** Trim Size: 8.375" x 10.875" • Live Area: 7.625" x 10.125"  
**Spread:** Trim Size: 17.25" x 10.875" • Live Area: 16.5" x 10.125"

FULL PAGE	DIMENSIONS
Back Cover	9.25" x 12.5"
Full Page (bleed)	8.625" x 11.125"

SPREAD	DIMENSIONS
Spread (bleed)	17" x 11.125"

FRACTIONAL	DIMENSIONS
2/3 Vertical	4.958" x 9.875"
1/2 Horizontal	7.325" x 4.812"
1/2 Vertical	3.562" x 9.875"
1/3 Vertical	2.291" x 9.875"
1/4 Page	3.562" x 4.822"
1/6 Page	2.291" x 4.812"
Restaurant Square	2.125" x 2.253"

SPECIAL SECTION	DIMENSIONS
1/4 Page	3.44" x 4.378"
1/2 Horizontal	7.125" x 4.378"
1/2 Vertical	3.44" x 9"
Full Page	7.125" x 9.125"

## GRAND RAPIDS MAGAZINE

**Reg. Full Page:** Trim Size: 8.375" x 10.875" • Live Area: 7.875" x 10.375"  
**Spread:** Trim Size: 16.75" x 10.875" • Live Area: 16.25" x 10.375"

FULL PAGE	DIMENSIONS
Full Page (bleed)	8.625" x 11.125"
Full Page (non-bleed)	7.875" x 10.375"

SPREAD	DIMENSIONS
Spread (bleed)	17" x 11.125"

FRACTIONAL	DIMENSIONS
2/3 Vertical	4.6875" x 9.625"
1/2 Horizontal	7.125" x 4.725"
1/2 Vertical	4.6875" x 7.125"
1/3 Square	4.6875" x 4.725"
1/6 Horizontal	4.6875" x 2.35"
1/6 Vertical	2.25" x 4.725"

SPECIAL SECTION	DIMENSIONS
Full Page	7.125" x 9.625"
1/2 Horizontal	7.125" x 4.5"
1/3 Vertical	4.6875" x 4.5"
1/4 Vertical	3.5" x 4.5"

## MICHIGAN BLUE

**Reg. Full Page:** Trim Size: 9" x 10.875" • Live Area: 8.5" x 10.375"  
**Spread:** Trim Size: 18" x 10.875" • Live Area: 15.16" x 10.875"

FULL PAGE	DIMENSIONS
Full Page (bleed)	9.25" x 11.125"
Full Page (non-bleed)	7.58" x 10.875"

SPREAD	DIMENSIONS
Spread (bleed)	18.25" x 11.125"

FRACTIONAL	DIMENSIONS
1/2 Horizontal	7.58" x 4.55"
1/4 Vertical	3.67" x 4.55"

SPECIAL SECTION	DIMENSIONS
Full Page	7.58" x 9.125"
1/4 Page	3.375" x 4.5"
1/2 Horizontal	7.58" x 4.5"