

watch!

SPECIFICATIONS



PAPER MAGAZINE / UPLOADING INFO

URL: <https://sendit.mcmurry.com/dropbox/watchupload>

Preferred File Format: PDF-x1a

Contact: Tanya Clark, Production Manager at tanya.clark@mcmurry.com or (888) 626-8779

PAPER MAGAZINE / SPECS

Printing	Web Offset
Binding	Perfect Bound
Trim Size	8 x 10 1/2"
Screen/Den	300% max
Live Matter	5/16" from the trim/gutter
Bleed	Minimum 1/8"
Full Page	Bleed: 8 1/4" x 10 3/4" Non-Bleed: 7" x 9 1/2"
Spread	Bleed: 16 1/4" x 10 3/4" trim: 16" x 10 1/2" live area: 15 1/2" x 10"

DIGITAL / SPECS

Commercial Spot
:15 seconds & :30 seconds



Video formats	Accepted: MP4/MOV Preferred: MOV Encoded using H264 compression mp4 codec at 640 x 380
Max File Sizes	Streamed: 10-15 MB Embedded: 3 MB
Data Rate	At roughly 700-800 KB/sec
Bit rate may be higher or lower depending on video to target the max file size	Max: 1.5 MB/sec Min: 500 KB/sec

WEBSITE / SPECS

cbswatchmagazine.com

Top Banner: 468 x 60

Side Banner: 300 x 250

Please send digital creative to: michael.rizzi@cbs.com

2012 SCHEDULE

ISSUE	SPACE CLOSING	MATERIALS	ON SALE	THEME
February	11/29	12/8	1/24	The Good Wife: Archie Panjabi & Matt Czuchry
April	2/3	2/14	3/27	Comedy Issue: Segel, McCarthy, Parsons, Jones & Dennings
June	3/28	4/6	5/22	TBD
August	6/9	6/18	7/31	TBD
October	8/1	8/10	9/25	TBD
December	10/3	10/12	11/27	TBD



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