

SPECIFICATIONS

- Ads should be in PDF/X-1A format with all fonts and images embedded
 - Four-color ads must be formatted in process colors (CMYK) only—all RGB and PMS colors must be converted to CMYK
- Please note:** If any non-process colors are included in the file, they will be converted to CMYK. Conversion process may compromise the integrity of the image.
- Black and white ads must be set to grayscale
 - Maximum ink density is 300%
 - DPI: 300 and Line Screen: 133

GUIDELINES

- Color ads must be accompanied by an acceptable SWOP-standard proof (i.e., Kodak or Epson; SWOP 3 preferred)
 - Laser printouts are unacceptable for color ads
- Please note:** Client waives color guarantee if an acceptable proof is not supplied.
- Proofs for bleed ads should be ruled up to indicate positioning for trim
 - Crop and registration marks must be offset 12 points so as not to invade the live or bleed areas
 - Do not set white to overprint
 - Black and white ads must be accompanied by a proof

DIMENSION DETAILS

- Required type safety: .375" in from trim on all sides
- Allow .125" on all sides for bleed ads (*.125" of bleed included)
- Dimensions should be created to non-bleed or bleed size, not to trim

- Saddle Stitch Gutter Spread Safety Allowance: .125" on each side of gutter
- Perfect Bound Gutter Spread Safety Allowance: .25" on each side of gutter

DIMENSIONS (WIDTH BY HEIGHT IN INCHES)

UNIT SIZE	NON-BLEED SIZE	BLEED SIZE*	TRIM
2 Page Spread	15" x 10"	16" x 10.75"	15.75" x 10.5"
Full Page	7" x 10"	8.125" x 10.75"	7.875" x 10.5"
1/2 Page Spread	15" x 4.75"	16" x 5.5"	15.75" x 5.25"
2/3 Page	4.625" x 10"	5.25" x 10.75"	5" x 10.5"
1/2 Digest	4.625" x 7.25"	N/A	N/A
1/2 Horizontal	7" x 4.75"	8.125" x 5.5"	7.875" x 5.25"
1/3 Square	4.625" x 4.75"	N/A	N/A
1/3 Vertical	2.25" x 10"	2.875" x 10.75"	2.625" x 10.5"
1/4 Horizontal	7" x 2.25"	N/A	N/A
1/6 Vertical	2.25" x 4.75"	N/A	N/A
1/6 Horizontal	4.625" x 2.25"	N/A	N/A

SUBMITTING YOUR AD

Each submission must include instructions indicating ad size: e.g., full page (FP) or spread (SP).

SEND PROOFS:**INCLUDE INSTRUCTIONS IN INSERTION ORDER**

New York Media
 Attention: Ruth Castaneda, Production Coordinator
 Production Department
 75 Varick Street, 4th Floor, New York, NY 10013
 212-508-0843
 Ruth.Castaneda@nymag.com

EMAIL:**INCLUDE INSTRUCTIONS IN THE BODY (UP TO 12 MB)**

Ruth.Castaneda@nymag.com

FTP:**INCLUDE ADVERTISER NAME & ISSUE DATE IN THE FILE NAME (12_03_CLIENTNAME)**

An FTP program is required to upload to our site.

WE RECOMMEND:

- Fetch for Macs
- SmartFTP for PCs

ONCE INSTALLED, CONNECT USING THE FOLLOWING:

HOST/URL: public.nymag.biz
USERNAME: ads **PASSWORD:** ads04

Once connected, simply drag your files into the drop box window. Notify Ruth Castaneda of upload at Ruth.Castaneda@nymag.com.