

Print Production Specs

AD MATERIAL REQUIREMENTS*

Acceptable PDF formats:

- PDF 1.3- or 1.4-compatible documents only (Acrobat 4 or 5, respectively)
- PDF must include 1/8" bleed on all sides (for bleed ads) along with crop & registration marks
- All fonts must be embedded in PDF file
- Output resolution of all images must be at least 266 pixels-per-inch
- All colors must be CMYK – No RGB color; no Pantone colors
- No OPI comments or other information may be included with file

Acceptable native file formats:

- QuarkXPress 6.1 (or earlier); Adobe InDesign CS (or earlier); Adobe Illustrator and Photoshop-compatible files
- Output resolution of all images must be at least 266 pixels-per-inch
- No Photoshop color management settings embedded in images
- No custom halftone screens or transfer functions saved with images
- No extra alpha channels in images
- No OPI comments or other information included with file
- All colors within page layout document and supporting graphics files must be separated into CMYK values – no RGB color; no Pantone colors
- All document fonts and supporting graphics must be included
- Fonts must be Macintosh PostScript Type 1; (no TrueType or Windows/PC fonts)

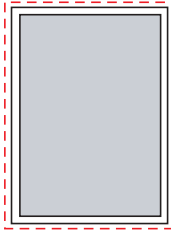
Acceptable media: CD-ROM; 100MB Zip disk, e-mail or FTP (call for access).

Film requirements: 133-line screen negative(s), right reading, emulsion down, one piece per color.

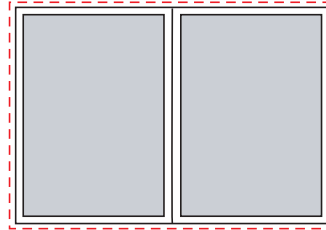
Matchprint or other color-accurate hard-copy proof must accompany all ad material submitted.

* Publication assumes no responsibility for quality control of off-spec ads and ads not accompanied by hard-copy color proof. Off-spec ads may be rejected and new materials requested (at advertiser/agency expense) in time to meet Inbound Logistics print schedule. Electronic files that don't meet specs are subject to additional charges (\$80/hr. / 1 hr. minimum) if Inbound Logistics is required to make any changes to conform submitted materials to the above specifications.

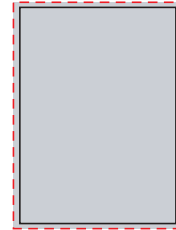
DISPLAY AD SIZES



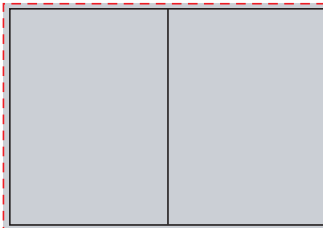
FULL PAGE (non-bleed)
7" x 10"



2-PAGE SPREAD (non-bleed)
14 3/4" x 10"



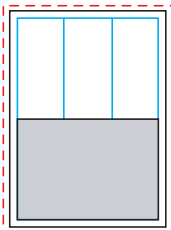
FULL PAGE (bleed)
7 7/8" x 10 3/4"
(8 1/8" x 11" w/bleed)



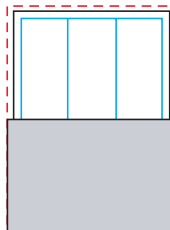
2-PAGE SPREAD (bleed)
15 3/4" x 10 3/4" (16" x 11" with bleed)



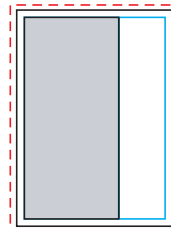
1/2 PAGE SPREAD (bleed)
15 3/4" x 5 3/8" (16" x 5 1/2" with bleed)



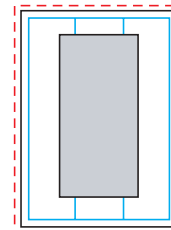
1/2 PG. HORIZONTAL (non-bleed)
6 7/8" x 4 5/8"



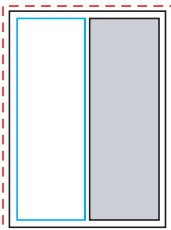
1/2 PG. HORIZONTAL (bleed) – 7 7/8" x 5 3/8"
(8 1/8" x 5 1/2" w/bleed)



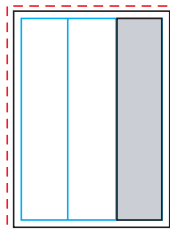
2/3 PAGE VERTICAL
4 1/2" x 9 1/4"



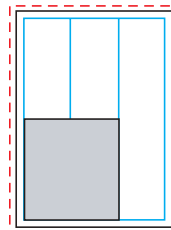
1/2 PAGE ISLAND
4" x 7 1/2"



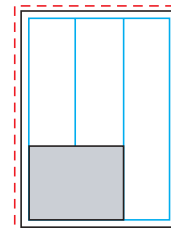
1/2 PAGE VERTICAL
3 1/2" x 9 1/4"



1/3 PAGE VERTICAL
2 3/16" x 9 1/4"



1/3 PAGE
4 1/2" x 4 1/2"



1/4 PAGE
4 1/2" x 3 5/8"

PUBLICATION SPECS

Trim size: 7 7/8" x 10 3/4"
Critical live matter (i.e., type) must be at least 1/4" away from trim edge

Bleed size: 8 1/8" x 11"

Design/ad Creation services: available upon request for additional fee.

SHIP AD MATERIALS TO

Publication Manager
Inbound Logistics
Five Penn Plaza
New York, NY 10001
(212) 629-1560
production@inboundlogistics.com
ftp.inboundlogistics.com (call for access)