

PRINT ADVERTISING SPECIFICATIONS

DIMENSIONS (W" x H")	Non-Bleed	Bleed*	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 5.375"	15.75" x 5.125"
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 5.375"	7.875" x 5.125"
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"
1/6 Vertical	2.25" x 4.75"	N/A	N/A
1/6 Horizontal	4.625" x 2.25"	N/A	N/A

DIMENSION DETAILS

Bleed

- For ads that bleed, add 1/8" (.125") bleed on each side.

Trim Safety

- All live matter (text, logos, etc.) should be at least 1/4" (.25") from all trim edges.

Gutter Safety for Spreads

- For saddle-stitched issues, we recommend 1/16"-1/8" (.0625"-.125") safety on each side of the gutter, depending on creative.
- For perfect-bound issues, please allow 3/8"-1/2" (.375"-.5") safety on each side of the gutter, depending on creative, in order to maintain visual alignment and full image and text.

Document Size

- Dimensions of the supplied PDF file should reflect the non-bleed or bleed size, *not the trim size*.

SPECIFICATIONS

- Ads should be in **PDF/X-1A** format (use *PDF-X1/A:2001* setting with *Acrobat 4 (PDF 1.3)* compatibility when creating a PDF file for print)
- Four-color ads must be formatted in process (CMYK) colors
- All spot colors must be converted to CMYK process
- Black and white ads must be set to grayscale
- No RGB, LAB or embedded (ICC) color profiles
- Do not set white to overprint
- Crop and registration marks must be **offset** 12 pts (.167") from bleed. **Do not place crop marks within live or bleed areas.**
- Maximum ink density is 300%
- DPI: 300 and line screen: 133

GUIDELINES

- Color ads must be accompanied by an acceptable SWOP 3 certified proof*
 - *Client waives color guarantee if an acceptable proof is not supplied. SWOP proofs will always have color bars on them, and be output on a SWOP certified proofing system. Each of the certified systems has an Application Data Sheet that specifies exactly how that proofing system should be used to create a SWOP proof.
- Laser printouts are not acceptable SWOP proofs
- Proofs for bleed ads should be ruled to indicate positioning of trim

FILE SUBMISSIONS

Upload all files in PDF/X-1A format to the ad portal: <https://www.adshuttle.com/nymag>

Please Note:

- **Revised files** should be uploaded to ad portal only following prior notification to Account Representative or Production.
- Special positioning requests must be made in writing to your Account Representative, not noted in ad portal.
- Requests for repeat/pick-up files should be sent to your account representative or to the Production department. **Do not re-upload files.**

Send Proofs to:

New York Magazine, Production Department,
Attention: **Gail Smith, Production Manager**,
250 Vesey St, 21st Floor, New York, NY 10281

For all run of book and cover gatefolds, please contact

Gail Smith for specifications.
[212-508-0843](tel:212-508-0843) | gail.smith@nymag.com

Note: Client represents that it is the owner of and/or has the right to use and publish the advertising (including but not limited to artwork, ideas, expression, copyrights, rights of publicity and trademarks) submitted by it for publication in *New York* magazine and that the advertising contains nothing that violates the rights of any third party. In the event such advertising results in a claim or suit against *New York* magazine, Client agrees to assume full responsibility for such claim or suit and hold harmless and indemnify *New York* magazine against all claims, demands, suits, settlements, judgments, awards, damages and/or expenses (including attorneys' fees) arising out of any claim or lawsuit.