

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

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

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.

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.

➔ SWOP proofs are no longer required. New York Magazine utilizes Virtual Proofing technology at all printing facilities.

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.