

MARKETPLACE PRINT PRODUCTION SPECIFICATIONS 2017

SPECIFICATIONS

- Ads should be in PDF/X-1A format
- Four-color ads must be formatted in process (CMYK) colors
- Black and white ads must be set to Grayscale
- No RGB, LAB or embedded (ICC) color profiles
- Maximum ink density is 300%
- DPI: 300 and line screen: 133

GUIDELINES

- All color ads must be accompanied by an acceptable SWOP 3 certified proof
 - Note: 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 systems. 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
- Color proofs for Non-Bleed and Bleed* ads should be ruled up to indicate positioning for trim
- **Do not include crop marks in your file.** Crop and registration marks must be **offset 12 points (0.167")** from Bleed.
- Do not set white to overprint

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	6.75" x 9.5"	8.125" x 10.75"	7.875" x 10.5"
1/2 Horizontal	6.75" x 4.375"	N/A	N/A
1/2 Vertical	3.3125" x 9"	N/A	N/A
1/4 Vertical	3.3125" x 4.375"	N/A	N/A
1/8 Horizontal	3.3125" x 2.1875"	N/A	N/A
1/16 Vertical	1.5625" x 2.1875"	N/A	N/A

DIMENSION DETAILS

Bleed Ads

- Add .125" bleed on all sides
- Type safety is .25" in from trim at head, foot, face, and gutter

Spread Ad Gutter Safety

- Saddle-stitched issues: We recommend .0625" - .125" safety on each side of the gutter, depending on creative
- Perfect-bound issues: Please allow .375" - .5" safety on each side of the gutter for text and live graphics.

Note that .1875"-.25" of the creative on each side of the gutter will be 'absorbed' by gluing at the spine.

To maintain correct visual alignment of images that cross the gutter, it may be advisable to duplicate .125" of the image on each side.

Document Size

- Dimensions of 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>

In the "Ad Size" field, scroll down and select *Marketplace*. Then choose the appropriate ad size and configuration.

Please Note:

- **Revised files** should only be uploaded to ad portal with advance 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 reupload files.**

Send Proofs to:

New York Media, Production Department,
 Attention: **Gail Smith, Production Coordinator**,
 75 Varick Street, 4th Floor, New York, NY 10013
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.