

NEW YORK

PRODUCTION SPECIFICATIONS & GUIDELINES

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 & White ads must be set to grayscale.
- Maximum ink density is 300%.
- DPI: 300 & Line Screen: 133

GUIDELINES

- Color ads must be accompanied by an acceptable SWOP-standard proof (i.e., Kodak or Epson).
- 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 images to overprint.
- Black & White ads must be accompanied by a proof.

DIMENSIONS (width by height in inches)

UNIT SIZE	NON-BLEED SIZE	BLEED SIZE	TRIM OF BLEED
2 Page Spread	15" x 10"	16" x 10 ³ / ₄ "	15 ³ / ₄ " x 10 ¹ / ₂ "
Full Page	7" x 10"	8 ¹ / ₈ " x 10 ³ / ₄ "	7 ⁷ / ₈ " x 10 ¹ / ₂ "
1/2 Page Spread	15" x 4 ³ / ₄ "	16" x 5 ¹ / ₂ "	15 ³ / ₄ " x 5 ¹ / ₄ "
2/3 Page	4 ⁵ / ₈ " x 10"	5 ¹ / ₄ " x 10 ³ / ₄ "	5" x 10 ¹ / ₂ "
1/2 Digest	4 ⁵ / ₈ " x 7 ¹ / ₄ "	N/A	N/A
1/2 Horizontal	7" x 4 ³ / ₄ "	8 ¹ / ₈ " x 5 ¹ / ₂ "	7 ⁷ / ₈ " x 5 ¹ / ₄ "
1/3 Square	4 ⁵ / ₈ " x 4 ³ / ₄ "	N/A	N/A
1/3 Vertical	2 ¹ / ₄ " x 10"	2 ⁷ / ₈ " x 10 ³ / ₄ "	2 ⁵ / ₈ " x 10 ¹ / ₂ "
1/4 Horizontal	7" x 2 ¹ / ₄ "	N/A	N/A
1/6 Vertical	2 ¹ / ₄ " x 4 ³ / ₄ "	N/A	N/A
1/6 Horizontal	4 ⁵ / ₈ " x 2 ¹ / ₄ "	N/A	N/A

DIMENSION DETAILS

- Required type safety: ³/₈" in from trim on all sides
- Allow ¹/₈" on all sides for bleed ads
- Perfect Bound Gutter Spread Safety Allowance: ¹/₄" on each side of gutter
- Saddle Stitch Gutter Spread Safety Allowance: ¹/₈" on each side of gutter

SEE PAGE 2 FOR INSTRUCTIONS ON SUBMITTING YOUR AD

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.

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SUBMIT YOUR AD

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

AD PORTAL COMING SOON!

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.

For example: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.

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