



# AD SIZES

Publication Trim Size:  
9" X 10 1/2"

Binding:  
Perfect Bound  
Printing:  
Web Offset

**FULL PAGE SPREAD BLEED**  
18 1/2" x 10 3/4"  
  
Trim Size  
18" x 10 1/2"  
  
Non-Bleed  
17" x 9 1/2"  
  
Allow 1/4" in gutter

**FULL PAGE BLEED**  
9 1/4" x 10 3/4"  
Live Area: 3/8" from Trim All Sides  
  
Trim Size  
9" x 10 1/2"  
  
Non-Bleed  
8" x 9 1/2"  
  
Allow 1/4" in gutter

**JR. PAGE BLEED**  
6 1/2" x 7 5/8"  
Live Area: 3/8" from Trim All Sides  
  
Trim Size:  
6 3/8" x 7 1/2"  
  
Non-Bleed:  
5 7/8" x 7"

**HALF PAGE HORIZONTAL**  
8" x 4 1/2"  
  
**HALF PAGE SPREAD BLEED**  
18 1/2" x 5 1/4"  
Trim Size                  Non-Bleed  
18" x 5 1/8"                17" x 4 1/2"  
Allow 1/4" safety in gutter

**HALF PAGE VERT.**  
3 7/8" x 9 1/2"

**COVER BOX AD**  
1 1/2" x 2 3/4"

**1/3 PAGE VERTICAL**  
2 1/2" x 9 1/2"  
  
**1/3 PAGE SQUARE**  
5 3/16" x 4 1/2"

**1/3 PAGE HORIZONTAL**  
8" x 3"  
  
**1/4 PAGE HORIZONTAL**  
8" x 2 1/4"

**1/4 PAGE VERTICAL**  
1 13/16" x 9 1/2"  
  
**1/4 PAGE SQUARE**  
3 7/8" x 4 1/2"

**SPECIAL SUPPLEMENT**  
  
**FULL PAGE Trim Size**  
8" x 10 1/2"

**Digital Advertising Requirements**

Digital data prepared to SWOP standards is required for ad submissions. Preferred file format is PDF/X-1a. To match the color expectations of our advertisers, Nielsen Business Media requires the PDF/X-1a file format and a SWOP proof for each ad submitted. Advertiser/agency accepts full responsibility for reproduction variations between the digital file and the printed image for ads submitted in non-preferred formats. Non-adherence to the preferred format – such as native application formats – may also necessitate production fees. Nielsen Business Media is not responsible for making corrections to supplied files.

Customer supplied digital data, supplied media and ad proofs will be retained for up to three months following publication date and then destroyed unless otherwise requested in writing.

**PDF/X-1a File Preparation**

A PDF/X-1a workflow eliminates common errors in file preparation, such as missing images or incorrect color space. To create a PDF/X-1a file, the native application file is converted to a Postscript file, which is then distilled using a PDF/X-1a compliant plug-in or application such as Apago's X-

Checkup or Adobe Acrobat version 6 or higher. (Visit [www.ddap.org](http://www.ddap.org) for a list of PDF/X-1a implementers and products.)

Adherence to the following guidelines in file preparation will aid in successful file conversion:

- PDF/X-1a files must be submitted as a single page files. Spreads must be submitted as two single PDF/X-1a files.
- Include all high-resolution images and fonts in the native application file before conversion to Postscript. OPI selections should be turned off.
- Use only PostScript Type 1 fonts. (No TrueType or Composite fonts.) Avoid the use of type styling for font attributes such as italic, bold, etc.
- Use only SWOP-standard images in CMYK at 300 dpi with a total area density of 300%. (No RGB, PDF or JPEG images.) Do not embed ICC profiles within images.
- Set native application files in portrait mode at 100% of size with no rotations.
- Trim, bleed and center marks should be included in the file but kept outside the "live" area. Bleed must extend 1/8" beyond trim. Keep live matter 3/8" from trim edge.
- Color: 4/C ad files should be set as CMYK

process colors. Spot colors (Pantone) not intended to run as such, must be converted to CMYK process prior to PDF creation. With the use of a spot color, be sure it is set as such consistently. Pantone 165C is different from 165U.

- Do not export PDFs out of page layout applications (Quark or InDesign).
- Generation of proper PDFs must be postscripted and distilled through Acrobat Distiller to avoid font, transparency and layering issues.

**Proofing Requirements**

A SWOP certified proof – such as Kodak Polychrome Graphics' Digital Approval Proof – is required for all color ads. Proofs must be representative of the supplied file at actual size and display a printer's color control bar. Alternative proofing formats will be used as content proofs only. Visit [www.swop.org](http://www.swop.org) for a complete and current list of certified proofing formats.

When calling for spot color usage on press, clearly indicate such on the supplied proof.

**Helpful Services**

In an effort to provide our customers with a web

based PDF certification process, reliable proofing and delivery options, visit [www.magsend.com](http://www.magsend.com)

**Media requirements**

Submit a single PDF/X-1a file per advertisement on CD-ROM or DVD media in Macintosh format. Do not include multiple file formats of a single ad. Enclose a copy of the insertion order and label the media with the following:

- Magazine name
- Issue date
- Advertiser and agency name
- Production contact (name and phone number)
- File name/number

**Electronic ad submissions**

We will accept electronic file transmission via FTP, provided a SWOP proof is shipped simultaneously. (Contact production manager for site access.)

**E-mailed ad submissions are NOT acceptable. More info**

For more information regarding the above specifications, contact the production manager at 646-654-7303.