

DIGITAL AD FORMAT SPECIFICATIONS

- All artwork must be at 300 dpi at 100% repro size except for vector art saved in EPS format.
- All ads must be in CMYK format unless they utilize a PMS spot color.

Acceptable file formats include:

JPEG or .jpg Photoshop or .psd

TIFF or .tif

Encapsulated Postscript or EPS or .eps

Also accepted are PDF or .pdf files.

Please contact us when using this format.

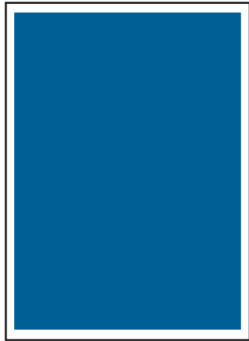
- Acceptable applications:
QuarkXpress – Pagemaker – InDesign
Illustrator - Photoshop

Contract proofs are required with all color ads. Ads sent without proofs will be charged for having one made. We cannot guarantee color accuracy if the advertiser hasn't seen the contract proof; therefore it's best for the advertiser to supply a SWOP compliant proof. They can be Kodak Contract Proofs, Fuji Proofs or Matchprints.

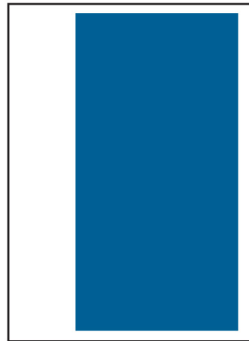
We accept them on CDs, zip disks and via ftp site. A contract proof must accompany all ads. We can accept files by email smaller than 6MBs in size. Changes or corrections to the file will result in charges to advertiser at publisher's cost.



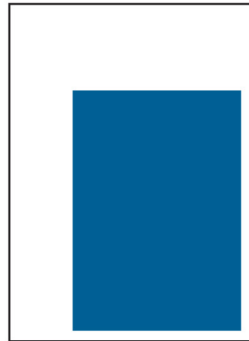
Full Page Bleed
(8 1/4" x 11")
(209 mm x 279 mm)



Full Page
(7" x 10")
(178 mm x 253 mm)



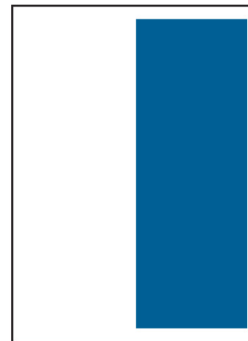
Two-Thirds
(4 1/2" x 9 1/2")
(114 mm x 241 mm)



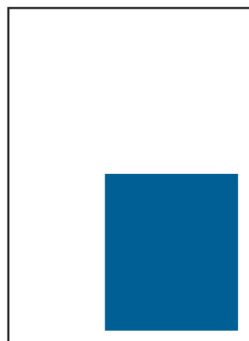
Half-Island
(4 1/2" x 7 1/2")
(114 mm x 190 mm)



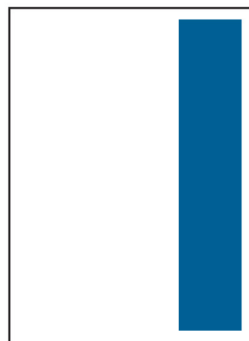
Half Pages
(7" x 4 7/8")
(178 mm x 123 mm)



Half Pages
(3 3/8" x 9 1/2")
(85 mm x 241 mm)



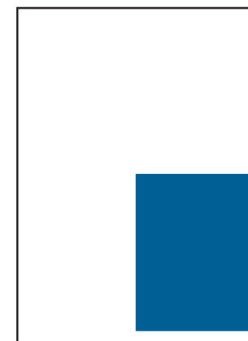
One-Third Pages
(4 1/2" x 5")
(114 mm x 127 mm)



One-Third Pages
(2 1/8" x 9 1/2")
(54 mm x 241 mm)



One-Quarter Pages
(7" x 2 3/8")
(178 mm x 60 mm)



One-Quarter Pages
(3 3/8" x 4 7/8")
(85 mm x 123 mm)

If you have any questions, please contact us at:

201.825.2552

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Insert Page size:

8 1/4" x 11"

(209 mm x 279 mm)

Max. weight: 100 lb. cover

Trim size:

8" x 10 3/4"

(203 mm x 273 mm)

Keep live matter at least 1/2" (12.7 mm)

from the edges.

Materials which bleed must extend at least 1/8" over the trim edge.

If the advertisement can't be supplied digitally:

Send negatives, right reading, emulsion side down. Color proof must accompany four-color film. Film should be a 133 line screen.

Material must be received by the 10th of the month preceding the issue.

Send All Materials to:

Production Manager
70 Hilltop Road
Ramsey, NJ 07446 USA
Tel: 201.825.2552
Fax: 201.825.0553