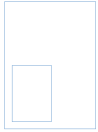


advertising specifications

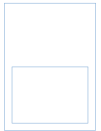


MAGAZINE SPECS.

Web Offset (SWOP), Perfect Binding, printed on 40 lb coated body stock and 100 lb cover stock. Publication Trim size is 8.125" x 10.875"



Quarter Page



Half Page Horizontal



Half Page Vertical



Full Page Spread



Full Page

AD SPECS.

	BLEED	Non_BLEED	TRIM
FULL PAGE SPREAD	16.75" x 11.375"	15" x 10"	16.25" x 10.875"
FULL PAGE	8.625" x 11.375"	7" x 10"	8.125" x 10.875"
HALF PAGE HORIZONTAL		6.925" x 4.7"	
HALF PAGE VERTICAL		3.545" x 9.575"	
QUARTER PAGE		3.38" x 4.7"	

SAFETY OF 1/4 INCH ON ALL FOUR SIDES IS REQUIRED.*
ALL LIVE MATTER MUST BE WITHIN SAFETY.

Bleed must extend at least 1/4 inch beyond trim at each edge and gutter.

NO printers marks: crop marks, color bars, bleed marks, etc.

Portrait mode only; no rotations; 100% size.

[Ads with a border or lines along the trim, go to newyorkfamily.com/border](http://newyorkfamily.com/border) for special instructions.

PRINT AD REQUIREMENTS:

High resolution PDF files are to be submitted (300 DPI). NO EPS or PNG files.

All fonts embedded and PDF must be Acrobat 4 or above compatibility.

All images embedded in file must be 300 DPI or greater.

The color space must be CMYK or Grayscale. No RGB, LAB or embedded color profiles.

No files with PMS or Spot Colors - All colors must be converted to CMYK.

*GENERAL INFORMATION

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All digital data will be destroyed three (3) months after the last issue date unless

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