

Print Specs

Space Size	Width	Depth
Full Page Non-Bleed	7"	10"
Full Page Bleed	8.375"	11.125"
1/2 Page Vertical	3.25"	10"
1/2 Page Horizontal	7"	4.875"
1/4 Page Standard	3.25"	4.875"

Print Preferred Material

Materials should be submitted in press-ready PDF files. All images in the ad should be 300 dpi or higher, and all fonts (screen and printer) must be supplied. Spot colors, unless arranged in advance with your sales representative, will automatically be converted to CMYK. Please be aware that while we make every effort to match color, there may be a color shift due to the process of converting spot colors to CMYK.

Crop and bleed marks should appear outside of the bleed of the ad. When creating the PDF, crop and bleed marks should be turned on, with the Offset set to at least 12 point, or .1667".

In all correspondence, please indicate which publication and which issue the ad is to be published in. Please include the name, phone number, and email address of the designer in the event that we would need to contact them about the ad.

General Mechanical Requirements

Printing method: Web offset

Binding method: Perfect Bound

Line Screen: 133-line screen preferred, 120-150 accepted

Trim Size: 8.125" x 10.875"

Bleeds: Bleed supplied 8.375" x 11.125" Keep live matter .375" from head, bottom, outside edge and gutter of final trim.

Colors Available: 4 color process and 4A standard colors

Insert Requirements

Maximum size of supplied inserts: 8.375 x 11.125"

- This includes trim at outside edges
- Multiple page inserts to be supplied folded (no gutter trim)
- 80lb maximum for single leaf insert, 70lb for multiple leaf
- Inserts jog to the head
- Consult publisher on quantities, shipping and binding

Specifications

All insertion orders, contracts, disks and proofs should be directed to:

Production Department
Vendome Group
216 East 45th Street
6th Floor
New York, NY 10017
adtraffic@vendomegrp.com

All print ad materials should be sent electronically to:
<http://vendome.sendmyad.com>