



MAGAZINE AD SPECIFICATIONS

AD DIMENSIONS

Printing Process: Process color (CMYK) on web offset. Cover line screen 150, text 133

Binding Method: Perfect

Publication Trim Size: 7-3/4" wide x 10-1/2" high

Bleed Ads: Bleed measures 1/8" outside trim, all around

Safety area is 1/8" inside trim, all around

Full-Page Bleed: Bleed area measures 8" x 10-3/4", which adds 1/8" outside trim, all around. Safety area measures 7-1/4" x 10", which is 1/4" inside trim, all around

Spread Bleed: Bleed area measures 15-3/4" x 10-3/4", which adds 1/8" outside trim, all around. Safety area measures 15" x 10", which is 1/4" inside trim, all around

Gutter Safety: Measures 1/4" each side of center

Yankee Publishing Inc. is not responsible for trimmed live copy if live copy exceeds safety area

NONBLEED

Nonbleed (width x depth in inches)	Live
Page	6-3/4" x 9-1/2"
Spread	14-3/4" x 9-1/2"
1/2 Horizontal Spread	14-3/4" x 4-1/2"
1/2 Horizontal Page	6-3/4" x 4-1/2"
2/3 Vertical	4-1/2" x 9-1/2"
1/3 Vertical	2-1/8" x 9-1/2"
1/3 Square	4-1/2" x 4-1/2"
1/6 Vertical	2-1/8" x 4-1/2"
1/6 Horizontal	4-1/2" x 2-1/8"
3-inch	2-1/8" x 3"
2-inch (1/12 page)	2-1/8" x 2"
1-inch	2-1/8" x 1"

BLEED

Bleed (width x depth in inches)	Bleed	Trim	Live
Page	8" x 10-3/4"	7-3/4" x 10-1/2"	7-1/4" x 10"
Spread	15-3/4" x 10-3/4"	15-1/2" x 10-1/2"	15" x 10"
1/2 Horizontal Spread	15-3/4" x 5-5/16"	15-1/2" x 5-1/4"	15" x 4-15/16"
* 2/3 Vertical	* 5" x 10-3/4"	(4-7/8" x 10-1/2")	4-5/8" x 10"
* 1/2 Horizontal	* 8" x 5-5/16"	(7-3/4" x 5-1/4")	7-1/4" x 4-15/16"
* 1/3 Vertical	* 2-5/8" x 10-3/4"	(2-1/2" x 10-1/2")	2-1/4" x 10"

* The bleed spec includes 1/8-inch bleed on the inside edge of the ad; this allows us some leeway in placing the ad on the page, whether it reside on a left or right hand page

(CONTINUED ON REVERSE)

1121 MAIN STREET
P.O. BOX 520
DUBLIN, NH
03444-0520

T 800-736-1100

F 603-563-8732

YANKEEMAGAZINE.COM
YankeeMagazine.com/adinfo



MAGAZINE AD SPECIFICATIONS continued

AD MATERIALS SPECIFICATIONS

Yankee Publishing Inc. requires ad materials in a digital form

ACCEPTABLE MEDIA

- CD/DVD-ROM

ACCEPTABLE FILE FORMATS

- Print-resolution PDF (Adobe Acrobat v4 or higher)*
- Adobe InDesign (CS5 or below)
- Adobe Illustrator (CS5 or below)
- Adobe Photoshop (CS5 or below)
- QuarkXPress (versions 4 through 8)

*Download our PDF job options at:

YankeeMagazine.com/joboptions

TECHNICAL SPECIFICATIONS

- All color images should be supplied CMYK (no RGB or PMS)
- Line art should be supplied at 1,200 dpi at 100% placement
- 4-color images 300 dpi or higher at 100% placement (EPS, TIFF or JPG)
- Minimum reproducible dot size is 3%

CONTRACT PROOFS

So that we may provide you with the best service, please supply a contract proof **. Yankee cannot be responsible for reproduction of your ad without a supplied contract proof made from the supplied file

- Color—Kodak Approval, Iris at 100%
- B&W—Laser print at 100%

MATERIALS CHECKLIST

- Files loaded on acceptable media
- Acceptable file
- All fonts (printer and screen)
Please do not use TrueType fonts
- All four-color source images converted to CMYK (preferred formats: EPS, TIFF, and JPG)
- 100% laser (B&W ads) or 100% contract color proof **

**If you are unable to obtain a contract color proof, please call 800-736-1100, ext. 168

AD MATERIALS DELIVERY OPTIONS:

SHIPPING ADDRESS

Yankee Magazine
Attention: Advertising Production
1121 Main Street
Dublin, NH 03444
Phone: 800-736-1100, ext. 168

E-MAIL

- File size 4 mg or under:
janetg@yankeepub.com

FTP SITE UPLOAD

All information must be entered in lowercase

- From the Web, sign on to:
<http://mx01.yankeepub.com>
(mx "zero one".yankeepub.com)
- User Name: yankee
- Password: yankee04
(yankee "zero four")
- [• OR Using host client, sign on to:
mx01.yankeepub.com (mx "zero one".yankeepub.com)
• User Name: yankee
• Password: yankee04 (yankee "zero four")]
- Place ad materials in the top folder:
Advertising_Incoming
- Confirm to Janet Grant at
janetg@yankeepub.com
that the ad has been uploaded

QUESTIONS

- Phone: 800-736-1100, ext. 168
- Fax: 603-563-8516
- E-mail: janetg@yankeepub.com

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