



## 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 1/4" 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**

<b>NONBLEED</b> (W x H in inches)	<b>LIVE</b>
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	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"
3-inch	2-1/8" x 3"
2-inch (1/12 page)	2-1/8" x 2"
1-inch	2-1/8" x 1"

<b>BLEED</b> (W x H in inches)	<b>Bleed</b>	<b>Trim</b>	<b>Live</b>
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 resides on a left or right hand page

(CONTINUED ON REVERSE)

## 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](http://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](mailto: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:** advertising
- **Password:** yankee04  
(yankee “zero four”)
- **Place ad materials in:** Advertising\_Folder
- **Confirm to Janet Grant at:**  
[janetg@yankeepub.com](mailto: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](mailto:janetg@yankeepub.com)