

# Print Ad Specifications

## PRINT AD SPECS

MAGAZINE TRIM SIZE 9 x 10.875*	NON-BLEED AD SIZES		BLEED AD SIZES	
	WIDTH	DEPTH	WIDTH	DEPTH
two-page spread	16.25	10	18.25	11.125
single full page	8	10	9.25	11.125
⅓ vertical	5.1875	10	—	—
½ horizontal	8	5	—	—
½ vertical	4	10	—	—
⅔ vertical	2.5625	10	—	—
⅔ square	5.1875	4.825	—	—

\*sizes in inches

## DIGITAL SPECS

Home Page Photo Gallery Ad	356 x 270*
Leaderboard Ad	970 x 250*
Newsletter Ad	970 x 250*
Sponsored Content	Contact account manager for guidelines

\*sizes in pixels

**Preferred File Format and Requirements:** PDF/X1a or Press-Ready PDF. All digital data must conform to SWOP specifications. Only one ad per file. All of the high-resolution images and fonts must be included. Use only Type 1 fonts — No True Type fonts or font substitutions are allowed. Do not apply style attributes to fonts. Images must be SWOP (CMYK or grayscale, **no RGB colors** and no spot colors accepted unless noted on insertion order), TIFF, or EPS format (no JPEG or JPEG filter) must be at least 300 ppi. Do not embed ICC Profiles within files. Total area density should not exceed SWOP standard 300% TAC. Do not nest EPS files within other EPS files. All required image trapping must be included in the file.

**Live Matter Safety:** Keep important illustrations and type at least 1/4" in from Trim edges and 3/8" from backbone.

### Do Not:

- Use JPEG images
- Use True Type fonts.
- Use the measurement bar to bold, italicize or otherwise alter a font. You must select all bold and italicized fonts from the actual font menu.
- Use Quark EPS files in your ad.
- "Group" fonts when including them with your document.
- Use nonstandard Quark "Borders."
- Use "Standard" H&J; create your own.
- Use "Normal" style, "No Style," or create your own.

**Color Ads:** All ads must be designed in **CMYK** mode. If creating a custom CMYK process color, you must check the "Process Separations" box under the "Edit Colors" dialogue box, otherwise the color will be output as a separate plate even if the color is defined as CMYK. *Spot Pantone (PMS) colors are available only at an additional charge; contact Account Manager for details.*

**Trapping:** All text placed over dark backgrounds must be set to "Knockout." Advertisers are responsible for setting all trapping values in their files.

**Fonts:** Color and reverse type smaller than 10 point cannot be guaranteed perfect registration and are not recommended.

**Tips:** 4/C-black, DO NOT set at 100C, 100M, 100Y, 100K. We recommend 60C, 40M, 40Y and 100K for rich black. When in doubt, use a standard 1/C, 100% Black.

## Contact your Account Manager for more information.

Karen Golove

kgolove@designnewjersey.com  
917-842-0154

Richard Devanna

rdevanna@designnewjersey.com  
973-830-9082

## SPECIFICATION CHECKLIST

The most common file pitfalls can be avoided by adhering to the specifications outlined below. Even if you are familiar with the various pitfalls, please take a moment to review this checklist prior to sending your advertising materials.

- ☐ All high-res images & fonts must be embedded when the PDF **OR** PDF-X1a file is saved.
- ☐ Images must be **CMYK OR Grayscale only. TIFF OR EPS at least 300 ppi.**
- ☐ **DO NOT** nest EPS file into other EPS files. Do not imbed ICC profiles within images.
- ☐ Total area density **SHOULD NOT** exceed SWOP 300% TAC (*total area coverage*).
- ☐ All image trapping must be included in the file(s).
- ☐ Right Reading, portrait mode, 100% size, no rotations.
- ☐ Trim, bleed and center marks 1/2" outside trim.
- ☐ No marks included in the "live" image area.
- ☐ Digital proof (COLOR or BW) that represents the final digital file on a calibrated monitor.
- ☐ **For Color Guidance on Press:** We recommend that you proof your ad on a monitor that has been accurately calibrated to meet specifications for web offset printing. This will represent how colors will print in the magazine. Printed color guidance proofs are optional.

**PLEASE NOTE:** Advertisers will be charged for any work required to update advertiser-provided files to meet our requirements. Any corrections are billed back to advertiser at publisher's cost.

We offer ad design services. Prices for these services will be quoted on a per-job basis. Please contact your Account Manager to obtain cost information and specifications for ad make-up services.

**For additional information about our requirements, please contact the *Design NJ* Production Department at 732-523-5892 or dnjads@designnewjersey.com.**

## PRINT AD DEADLINES

ISSUE	DEADLINE	MAIL DATE
FEBRUARY/MARCH	12/06/23	1/03/24
APRIL/MAY	1/31/24	2/28/24
JUNE/JULY	4/08/24	5/08/24
AUGUST/SEPTEMBER	6/05/24	7/10/24
OCTOBER/NOVEMBER	8/07/24	9/04/24
DECEMBER/JANUARY	10/7/24	11/06/24
ANNUAL DIRECTORY	11/15/23	1/03/24

*THESE DATES ARE FOR PRESS-READY MATERIALS ONLY.  
If your ad requires any production work, we must receive materials one week prior to the dates indicated.*

**E-MAIL:** PDF files to dnjads@designnewjersey.com