



PRINT SPECS

AD TRIM SIZE SPECIFICATIONS (in inches)

Ad size	Width	Height
2 Page Spread*	16.5	10.875
Full Page*	8.25	10.875
½ Page Spread*	16.5	5.375
½ Page (vertical)	3.5	9.675
½ Page (horizontal)	7.175	4.6
¼ Page (vertical)	1.675	9.675
¼ Page (square)	3.5	4.6
¼ Page (strip)	7.187	0.9

FILE FORMATS ACCEPTED

PDF or PDF-x1a's

High resolution 300 dpi

CMYK

Please name file : Client_Name_PRWeek_Issue_Date
(If providing a double page spread, a single file should be provided for each page)

For additional information on creating PDF files, contact the PRWeek Magazine production department. All ads supplied must have all fonts either made into outline or embedded within, no True Type fonts. This helps eliminate re-flowing and font clash issues and also avoids the illegal transfer and / or unauthorized use of font software. A read-me file should be saved in any specific instruction about how the file should be opened.

PROOFS

SWOP certified color proofs should be provided for color and content: 100% of finished size. We cannot be responsible for final printed color or content without a proof that accurately represents the submitted digital file.

FTP

Host: us1-1.hostedftp.com

Port:22

Username: Advertising

Password: kg@Z}V=3D

Place in incoming PRWeek Magazine folder

SEND ADVERTISING PROOF TO:

Brian Wask

Operations Manager

Haymarket Media, Inc.

275 7th Avenue, 10th Floor

New York, NY 10001

Tel: 646.638.6066

Email compressed file to:

brian.wask@haymarketmedia.com

PUBLICATION TRIM AND BLEED SPECS:

Trim: 8 ¼" by 10 7/8". Keep all live matter a minimum of ¼" in from trim. All bleed ads should allow 1/8" of bleed. Line Screen: 175-line screen. Min and Max dot size: 5% to 95% (Overall printing density of all colors cannot exceed 280%).