PRINT ADVERTISING SPECS

FILE FORMATS ACCEPTED
PDF or PDF-x1a's

- High resolution 300 dpi
- CMYK
- Please name file: Client_Name_MMM_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 MM&M 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 supplied explaining which format the ad has been saved in and 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.

SEND ADVERTISING FILES WITH PROOF TO:
Krassi Varbanov
Production Manager
114 West 26th Street, 4th Floor
New York, NY 10001
Telephone: 646-638-6018
Fax: 646-638-6120
E-mail compressed file to:
krassi.varbanov@haymarketmedia.com

AD TRIM SIZE SPECIFICATIONS (IN INCHES)

Ad size	Width	Height
2 Page Spread*	16.5	10.875
Full Page*	8.25	10.875
1/2 Page Spread**	16.5	5.375
1/2 Page (vertical)	3.5	9.675
1/2 Page (horizontal)	7.175	4.6
1/4 Page (vertical)	1.675	9.675
1/4 Page (square)	3.5	4.6
1/4 Page (strip)	7.187	0.9

* Add 1/8" bleed on all sides.

** Add 1/8" bleed on left, right, and bottom sides.

If providing a double page spread ad, a single file should be provided for each page.

FTP

- Host: us1-1.hostedftp.com
- Port: 22
- Username: Advertising
- Password: kg@Z}V=3D
- Place in incoming MM&M Magazine folder

PUBLICATION TRIM AND BLEED SPECIFICATIONS:
Trim: 8 1/4" by 10 7/8". Keep all live matter a minimum of 1/4" 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%).