



# SPECIFICATIONS

## 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 TrueType 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:

Ada Figueroa  
 MM&M Production Department  
 114 West 26th Street, 4th Floor  
 New York, NY 10001  
 Telephone: 646-638-6065  
 Fax: 646-638-6120  
**E-mail compressed file to:**  
 ada.figueroa@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

- Haymarket Media FTP site:  
ftp://ftpuser:newyork@ftp1.haymarketmedia.com
- Login: ftpuser
- Password: newyork
- 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%).

MMM SCHEDULE 2013	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
<b>Booking Deadline</b>	12/4	1/7	2/5	3/6	4/8	5/8	6/6	7/8	8/8	9/6	10/9	11/5
<b>Materials Due</b>	12/10	1/11	2/11	3/12	4/12	5/14	6/12	7/12	8/14	9/12	10/15	11/11

\*all digital are net

## CONTACT INFORMATION

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