

# 2015 MEDIA KIT

MMM-ONLINE.COM

## PRINT ADVERTISING 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%).



**Contact Information:** Doreen Gates | (267) 477-1151 | Doreen.Gates@haymarketmedia.com