

# PRINT 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:

Brian Wask  
Production Manager  
275 Seventh Avenue, 10th Floor  
New York, NY 10001  
Telephone: 646-638-6066  
Fax: 646-638-6120  
E-mail compressed file to:  
brian.wask@haymarketmedia.com

## AD TRIM SIZE SPEC (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 1/4" bleed on all sides.

\*\* Add 1/4" 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 SPECS

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 1/4" of bleed. Line Screen: 175-line screen. Min and Max dot size: 5% to 95% (Overall printing density of all colors cannot exceed 280%).