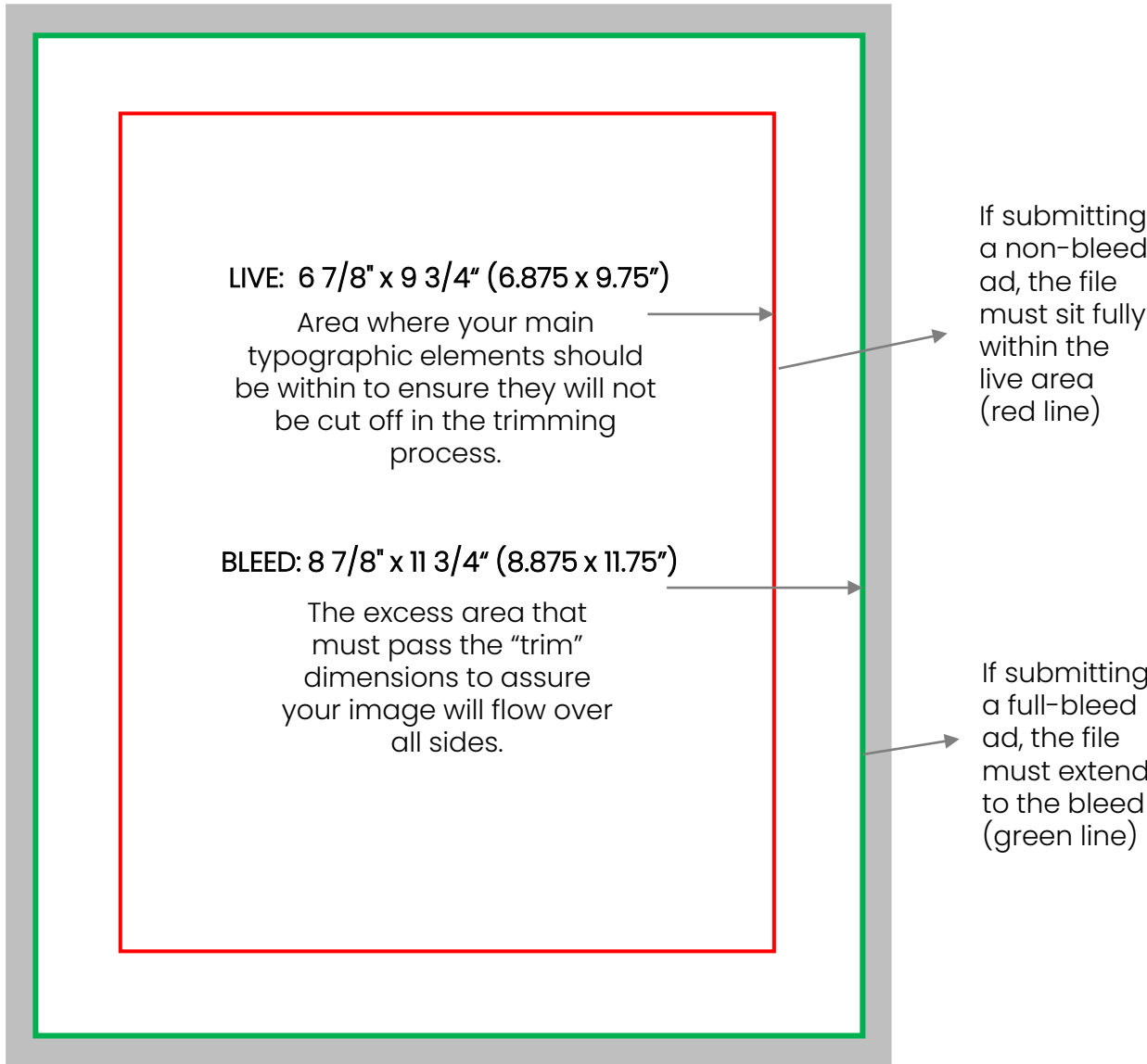


ADVERTISING SPECIFICATIONS UNIVERSAL



SIZE	DOCUMENT SIZE*	TRIM	LIVE AREA
FULL PAGE	8 7/8" x 11 3/4"	N/A*	6 7/8" x 9 3/4"
SPREAD	17" x 11 3/4"	N/A*	15" x 9 3/4"

*Document Size: Includes bleed

Margins: 1" on all sides

Gutter (Center Fold): Keep all important elements 0.5" away from each side of the fold

*MediaMax Network places inserts in publications with varying trim sizes. As a result, files must be built to a size that will accommodate all titles within this spec. When building the ad page layout, please use the bleed dimensions for the trim dimensions as well. Actual trim in the final published magazine(s) will vary depending on the publication

TITLE	TRIM
The New Yorker	7 7/8" x 10 3/4"
Golf Digest	8" x 10 1/2"
Bon Appetit, GQ, Vanity Fair, Vogue, Wired	8" x 10 7/8"
Architectural Digest, Conde Nast Traveler	8 3/8" x 10 7/8"

AD REQUIREMENTS/BEST PRACTICES:

- Files must be submitted in PDF/X-1a format
- Min. Resolution: 300dpi (includes all color and grayscale images)
- All fonts must be embedded, no web fonts
- The color space must be CMYK or Grayscale
- No RGB, LAB or embedded color profiles (such as ICC profiles)
- All PMS and spot colors MUST be converted to CMYK
- Total ink density cannot exceed 300% in more than a 300-pixel area
- For Rich Black text and/or images: 100% K, 40% C is recommended
- All transparent objects must be flattened at a high resolution
- If including crop marks, registration marks, and/or color bars, they need to be placed outside of the bleed (marks offset should be larger than the bleed size)
- For Neutral/Grey backgrounds we recommend using a % of black that matches as close as possible to what you are looking for
- Minimum of 9 pt text for knockout type, no fine serifs
- If using a QR code in your creative, it MUST be a solid black to successfully scan. Do NOT use CMYK

UPLOAD INSTRUCTIONS:

- Files must be uploaded to the MediaMax Network ad portal: <https://mediamax.sendmyad.com/>
- New users will need to create an account in order to upload
- Please select **Universal** as the publication
- If you are having trouble uploading your file, please email us at adoperations@mediamaxnetwork.com

DISCLAIMER:

- We recommend the use of Adobe InDesign, Photoshop, or Illustrator to design your ad. Canva, while user-friendly, can limit design capabilities and lead to subpar print quality.
- Virtual Proofing technology is utilized at our print facility, hard copy guidance (Proof) is not needed.
- MediaMax Network adheres to strict graphic arts industry standards for color calibration and reproduction. However, due to the limitations of customer proofing devices and the variation in monitor color display, we cannot guarantee that the reproduction will exactly match the color displayed on your monitor or supplied proof if it is not calibrated to standards.

