

* Magazine Specs

NEW YORK FAMILY is produced 100% computer-to-plate. Trim size is 8.125" x 10.875" (or 8 1/8" by 10 7/8"), perfect-bound, printed on 50 lb coated body stock, 100 lb cover stock. Digital data is preferred on ad submission. DMAX = 300. Linescreen = 133.



Full Page Spread

Non Bleed
w: 15" x h: 10"
Bleed
w: 16.75" x h: 11.375"
Trim
w: 16.25" x h: 10.875"



Full Page

Non Bleed
w: 7" x h: 10"
Bleed
w: 8.625" x h: 11.375"
Trim
w: 8.125" x h: 10.875"



Half Page Horizontal

Non Bleed
w: 6.925" x h: 4.7"

Half Page Vertical

Non Bleed
w: 3.545" x h: 9.575"



Quarter Page

Non Bleed
w: 3.38" x h: 4.7"

* Digital Specs

PDF files must have fonts embedded, be CMYK and Acrobat 4 compatible. Mac QuarkXPress 6.5 (or earlier) or Adobe Creative Suite 1 with all fonts (screen and printer) and artwork (photos, logos, illustrations). No TrueType or Multiple Master fonts are acceptable. Include all CMYK images as EPS (no JPEG encoding) or TIFF (no LZW compression) at 300 dpi or greater (450 dpi if image contains text). Please convert text in Adobe Illustrator files to outlines. Finished size is 8.125"x 10.875", please provide safety of 1/4" on all four sides.

Use only Type 1 fonts – No True Type fonts or font substitutions are allowed. Images must be SWOP (CMYK or grayscale), TIFF or EPS format between 200 and 400 dpi. No JPEG files. No RGB. Do not nest EPS files into other EPS files. No DCS files. No TIFF/IT files. All required image trapping must be included in the file.

The digital ad must contain standard trim, bleed and center marks in all separations, but the marks have to be 1/2" outside of trim. The files have to be Right Reading, portrait mode only; no rotations; 100% size.

* Film Specs

NEW YORK FAMILY is produced 100% computer-to-plate. If film is provided, it will be converted to digital via copy dot scanning and a \$125 fee will be charged.

* Proofs

We recommend Kodak Approval or 3M Digital Matchprint for the best-printed result. A laser print-out or non-contract proof is not acceptable to compare color. If a laser proof is not provided, **NEW YORK FAMILY** is able to provide one for a \$75 production charge but must be handled on a case-by-case basis in advance of materials deadline. Without a proof, **NEW YORK FAMILY** will not accept responsibility for color fidelity of an ad.

* Material Submission

Files can be submitted on Zip disc (100 mb), CD-ROM, DVD-ROM or sent via email to: **NYFamilyAds@manhattanmedia.com**. Also please send a cc to your Account Executive. All printing materials and instructions (digital data, proofs, copy instructions and a duplicate copy of the insertion order) should be sent to:

New York Family — Production
79 Madison Avenue, 16th Floor New York, NY 10016

* General Information

Reproduction quality is at the advertiser's risk if **NEW YORK FAMILY**'s specifications are not met or if material is received after closing date, even if on extension. All digital data, film and proofs will be destroyed three (3) months after the last issue date unless **NEW YORK FAMILY** has received written instruction to return immediately after insertion or to hold the material for a specific future date.

For full page bleed ads, please set up document at **trim size** with guides at **safety** (1/4" inside trim – where there should be no text) and extend all images that should go off the page to **bleed size**. Also please offset crop marks to outside printable area (12 pt should suffice).