

production specifications

PRINTING

Web Offset (SWOP)

Binding: Perfect Bound

Publication Trim Size: 9.875" x 13"

DIGITAL FILE SPECIFICATIONS

PDF/X-1a

- PDF/X1a file (Only one ad per file)
- Images must be CMYK or Grayscale TIFF or EPS prepared for the SWOP3 color environment
- Total Area Coverage for CMYK color builds should not exceed 300%

DELIVERY OF AD MATERIAL

Digital files uploaded to our ad portal
<http://mshanken.SendMyAd.com>
(uploading tutorial available on site)

Advertising material will be retained for one year, unless return is specifically requested. M. Shanken Communications is not responsible for keeping material beyond one year.

MECHANICAL SPECIFICATIONS

Ad Size:	Width	Depth
Full Page Trim	9.875"	13"
Full Page Bleed	10.125"	13.25"
Full Page Safety	8.875"	12.5"
Full Page Non-Bleed	8.875"	12"
Spread Trim	19.75"	13"
Spread Bleed	20"	13.25"
Spread Safety*	19.25"	12.5"
*For spreads, allow .5" safety on each side of the gutter		
2/3 Page Vertical	6"	11.25"
1/2 Junior Page	6"	7.5"
1/2 Page Horizontal	9"	5.625"
1/3 Page Vertical	3"	11.25"
1/3 Page Horizontal	6"	5.625"
1/6 Page Vertical	3"	5.625"
1/6 Page Horizontal	6"	3.75"

Insert Specifications:

Tipped Inserts

Mailable Minimum Size	3.5" x 5"
Non-Mailable Minimum Size	3.5" x 3.5"
Maximum Size	9" x 12"

Blow-In Inserts

Minimum Size	3.5" x 4.25"
Maximum Size	5.5" x 6.25"
Minimum Paper Stock	60#

Bind-In Inserts

Minimum Size	4" x 6"
Maximum Size:	10.125" x 13.375"
Jogs To Foot	.1875" Trim
Scuff	.375"
Perf	.625" (Scuff + .25" To Perf)

Multi-Page Inserts

Minimum Size	4" x 5"
Maximum Size	10.125" X 13.375"
Head/Foot Trim	.1875"
Magna Strip	Required for 8 Pages or More

Note: All inserts must be delivered cartoned and identified with name of advertiser, publication and issue date.

FOR FURTHER INFORMATION

Go to mshanken.com, or contact:

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ADVERTISING SPECS

Ad Type	Dimensions	Max Size	Animation	Loops
Rectangle	300x250	75kb	Up to 15 sec.	Unlimited only
Tile	234x60	75kb	Up to 15 sec.	Unlimited only
Leaderboard	728x90	75kb	Up to 15 sec.	Unlimited only
Roadblock	300x250, 234x60 and 728x90 (run concurrently)	75kb	Up to 15 sec.	Unlimited only
E-mail Newsletter Sponsorship	<p>Classic: 300x50 and 300x250</p> <hr/> <p>Sponsored Post: 540x304 GIF or JPG 72 DPI image Short photo caption/photo credit</p> <p>URL</p> <p>Headline: Up to about 5 words or 42 characters.</p> <p>Text: Up to about 70 words or 400 characters</p> <p>Suggested Tweet text (optional)</p> <p>Suggested Pinterest caption (optional)</p>	75kb	Up to 15 sec.	Unlimited only
		150kb	Up to 15 sec.	Unlimited only

VIDEO SECTION SPONSORSHIP:

- Video Format and Size: .mov or .mp4; 2GB max
- Video Aspect Ratio: 16x9
- Large Still: 848x477px JPG file, without text
- Video Title (appears under the Large Still image): up to 65 characters, with spaces
- Short Description of the video (short + punchy is best): up to 220 characters, with spaces
- Link (to your website, promotional materials, etc.): text up to 50 characters; URL
- Banner ads: 234x60px, 728x90px; GIF or JPG format under 75kb

TECHNICAL AD SPECS

- Format: We accept GIF, JPG, HTML, IFrame, Javascript, and all other pre-approved, DFP-compatible Rich Media files. All ads must have a border.
- Linking URL: Each creative must be accompanied by a click through URL.
- Due Dates: All creative(s) must be delivered a minimum of 7-10 business days prior to launch.

RICH MEDIA AD SPECS

- **Other Rich Media:**
- All Rich Media files require a default .gif or .jpeg with a max file size of 75kb.
- Sound is permitted but must be user initiated.
- Please contact us for additional Rich Media-specific requirements.