

# PRINT PRODUCTION SPECIFICATIONS

## PRINTING

Web Offset (SWOP)  
Binding: Perfect Bound  
Publication Trim Size: 9.75" x 11.875"

## 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% (min: 260%)

## 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.

## FOR FURTHER INFORMATION

Go to [mshanken.com](http://mshanken.com), or contact:

Jennifer Arcella  
jarcella@mshanken.com  
tel:212.684.5147

## ADVERTISING SIZE SPECIFICATIONS

	Width	Depth
Publication Trim Size	9.75"	11.875"
Full Page Safety	9.25"	11.375"
Full Page Bleed	10"	12.125"
Full Page Non-Bleed	8.125"	10.5"
Spread Trim Size	19.5"	11.875"
Spread Safety	19"	11.375"
Spread Bleed	19.75"	12.125"
Spread Non-Bleed	16.25"	10.5"
2/3 Page Vertical Bleed	7"	12.125"
2/3 Page Vertical Non-Bleed	6"	10.5"
1/2 Page Spread Bleed	19.75"	6"
1/2 Page Vertical Bleed	4.875"	12.125"
1/2 Vertical Non-Bleed	4"	10.5"
1/2 Page Horizontal Bleed	10"	6"
1/2 Page Horizontal Non-Bleed	8.125"	5"
1/3 Page Vertical Non-Bleed	3.625"	10.5"
1/3 Page Vertical Bleed	3.75"	12.125"

Visit [www.mshanken.SendMyAd.com](http://www.mshanken.SendMyAd.com), "Ad Sizes" for mechanical specification with template.

Any ad less than a full page size that is not bordered may be enclosed with a hairline or 1 point rule at the discretion of the production department.

*Competitor logos/ratings are subject to publisher approval.  
Inquire for more information*

# ONLINE PRODUCTION SPECIFICATIONS

## CIGAR AFICINADO.COM BANNER ADS

Placement Type	Platform	Dimensions	Format	Max Image Size	Animation Requirments
Billboard Banner	Desktop	1320x330	JPG, GIF, HTML5*	300kb	If animated, must endlessly loop
Billboard Banner	Mobile	450x450	JPG, GIF, HTML5*	250kb	If animated, must endlessly loop
Portrait Banner	Desktop	450x900	JPG, GIF, HTML5*	300kb	If animated, must endlessly loop
Square Banner	Desktop	450x450	JPG, GIF, HTML5*	250kb	If animated, must endlessly loop
Leaderboard Banner	Desktop	1200x150	JPG, GIF, HTML5*	250kb	If animated, must endlessly loop
Leaderboard Banner	Mobile	450x75	JPG, GIF, HTML5*	150kb	If animated, must endlessly loop

\*All HTML5 units should be responsive. Therefore, to ensure proper display, please set all units to 100% rather than fixed width and height.

## CIGAR WATCH E-NEWSLETTER SPONSORSHIP

Placement Type	Platform	Dimensions/Text	Format	Max Image Size	Animation Requirments
Premium Placement (1st position)	Desktop + Mobile	*540x90px JPG or GIF image (top tile) *540x304px JPG image (sponsored content image) *Short headline *50 words of text *URL(s) *Social media pages/handles	JPG, GIF	200kb	If animated, must endlessly loop
Run of Site Placement (2nd position)	Desktop + Mobile	*540x304px JPG image (sponsored content image) *Short headline *50 words of text *URL(s) **Social media pages/handles	JPG, GIF	200kb	If animated, must endlessly loop

### TECHNICAL AD SPECS

- Format: We accept GIF, JPG, HTML, IFrame, Javascript, and all other pre-approved, Ad Manager 360-compatible Rich Media files.
- 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.
- All ads must have a border.

### RICH MEDIA AD SPECS

- All Rich Media files require a default .gif or .jpeg with a max file size of 250kb.
- Sound is permitted but must be user initiated.
- Please contact us for additional Rich Media-specific requirements.

**Digital Production Contact:** Hilary Chalson • 212-684-4224 ext. 553 • hchalson@mshanken.com

## **COPY AND CONTRACT REQUIREMENTS**

1. The acceptance or execution of an order is subject to Publisher's approval of copy, text, display and illustration.
2. All copy, text, display and illustration are published on the representation that the advertiser and the advertising agency are fully authorized and have secured proper written consent. The advertiser and the advertising agency agree to indemnify and save harmless the Publisher from any and all liability, loss and expense of any nature arising from such publication.
3. Any insertion of advertising made by the agency or advertiser represents an acceptance by both the agency and the advertiser of all the terms and conditions of the rate card applicable to the issue in which such insertion is to be published.
4. All rates and units of space are subject to change on 30 days' notice.
5. Orders for specific units of space and dates of insertions are necessary.
6. Orders specifying positions are accepted on request basis only.
7. The Publisher assumes no responsibility for errors in key numbers or telephone numbers in the printing or insertion of numbers for inserted material.
8. Orders that contain incorrect rates or conditions will be inserted and charged for at regular-schedule rates. Such errors will be regarded as clerical.
9. Conditional orders are not accepted by the Publisher.
10. Cancellation or changes in orders not accepted after closing date.
11. All orders accepted by the Publisher are contingent upon acts of God, fires, accidents, strikes or other interruptions to production and/or distribution of the same or different nature beyond his control.
12. Rates charged and discounts allowed are subject to short rate at expiration of ad schedule.
13. Publisher reserves the right to cancel the contract upon default in payment or breach of any provision herein, and all unpaid charges and short rates shall become immediately payable.
14. Publisher reserves the right to reject, exclude, or cancel any advertisement, insertion order, space reservation or position commitment at any time, for any reason, without liability, even if previously acknowledged or accepted.
15. All advertisements must be clearly identified by the trademark or signature of the advertiser. Those which, in the judgment of the Publisher, look like editorial pages will be marked "Advertisement."
16. The liability of the Publisher for any error for which he may be held legally responsible will not exceed the cost of the space occupied by the error. The Publisher will not, in any event, be liable for loss of income or profits or any consequential damages.
17. No conditions, printed or otherwise, appearing on contract orders or copy instructions that conflict with the Publisher's policies, listed on this rate card, will be binding on the Publisher.
18. As used in this section, the term "Publisher" shall refer to M. Shanken Communications, Inc.