

PRINT 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% (minimum: 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.

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 Page Junior	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"

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

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 Pgs or More

Visit www.mshanken.SendMyAd.com, "Ad Sizes" for mechanical specification with template.

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

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.

FOR FURTHER INFORMATION

Go to mshanken.com, or contact:

Jennifer Arcella
jarcella@mshanken.com
 tel:212-481-8610

Connie McGilvray
cmcgilvray@mshanken.com
 tel:212-684-4224 x344

WINE SPECTATOR.COM DIGITAL SPECS

Ad Type	Dimensions	Max Size	Animatio	Loop
Billboard	970x250	300kb	Up to 15 sec.	Unlimited Only
Rectangle	300x250	250kb	Up to 15 sec.	Unlimited Only
Portrait	300x600	300kb	Up to 15 sec.	Unlimited Only
Leaderboard	Desktop: 728x90, Mobile: 300x50	300kb	Up to 15 sec.	Unlimited Only
E-mail Newsletter Sponsorship	Classic: 300x50 and 300x250	100kb	Up to 15 sec.	Unlimited Only
	Sponsored Post: 540x304 GIF or JPG 72 DPI image Short photo caption/photo credit URL Headline: Up to about 5 words or 42 characters. Text: Up to about 70 words or 400 characters Social Media Pages / Handles	200kb	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: 970x250px, 728x90px, 300x50px; GIF or JPG format under 300kb

RICH MEDIA AD SPECS:

- **Other Rich Media:**
- All Rich Media files require a default .gif or .jpeg with a max file size of 200kb.
- Sound is permitted but must be user initiated.
- Please contact us for additional Rich Media-specific requirements.

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

DIGITAL PRODUCTION CONTACT

Hilary Chalson
Digital Ad Manager
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 for 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.