



• **Closing Dates:** Publisher is not responsible for reproduction or positioning if material is received after published closing date. All materials destroyed after one year. Disks will be returned upon request.

• **Production Charges:** A fee will be assessed if an advertiser does not supply a complete usable file, and for files resupplied by an advertiser for revisions. Disk intervention on supplied files will incur production charges except for correction of publisher's errors.

Ad Preparation

• **Printing specifications:** 20-25% dot gain. Heat-set web offset. Perfect bound. Jogs to head.

• **Prep specifications:** 133 line screen. Screened tone values over 85% may print solid. Screen tone values under 3% may drop to white. Total density in any one area must not exceed 280%. Publisher can not guarantee legibility of 4-color knock-out type below 10 points.

• **Platform:** Macintosh format preferred. IBM/PC format accepted (Call Barbara Brennan at 215-979-7498.)

• **Software:** Hi-res PDF with all fonts embedded (preferred). Also accept: InDesign, Quark Xpress, Photoshop (saved as a TIFF or EPS file) Freehand or Illustrator (with type converted to outlines and saved as an EPS file).

• **Scans:** All hi-resolution scans must be a minimum of 300 dpi at 100% of final print size. Black and white scans must be grayscale. Do not submit color files for black and white ads. 4-color scans must be saved as CMYK not RGB. Do not use spot colors, or call your sales representative to discuss PMS ink charges.

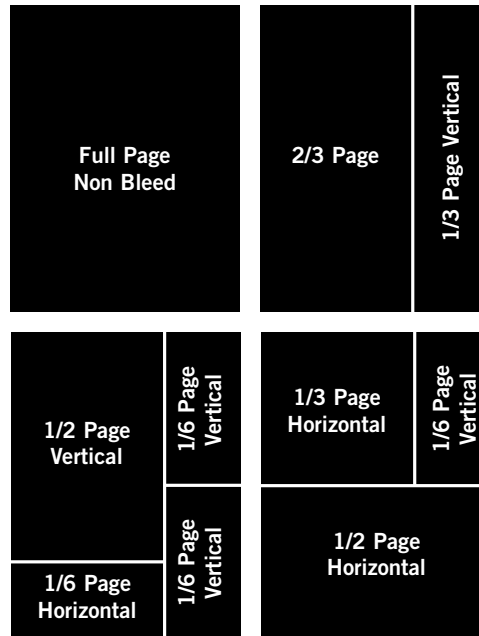
Ad Submission

• **Ad submission:** Hi-res 300 dpi PDF file with all fonts embedded (preferred). Native files may be sent with all screen and printer fonts and all art files used in the ad. Also send a black and white proof of the final ad printed at 100%, or a color proof if the ad is 4-color.

• **FTP Address:** ftp.phillymag.com,
Login = phlftp, Password = ftp
All lowercase because case sensitive.
(Public users will only be able to UPLOAD files.)

• **E-mail Address:** For files under 2MB.
Please send completed digital ads to prodmac@phillymag.com.

• Disks and proofs may be sent to the address below.



Ad Specifications

| | |
|---------------------------------|-------------------------|
| Full page non-bleed | 7" (w) x 9 1/2" (d) |
| 2/3 page | 4 1/2" (w) x 9 1/2" (d) |
| 1/2 Page vertical | 4 1/2" (w) x 7" (d) |
| 1/2 horizontal | 6 7/8" (w) x 4 5/8" (d) |
| 1/3 vertical | 2 1/8" (w) x 9 1/2" (d) |
| 1/3 horizontal | 4 1/2" (w) x 4 5/8" (d) |
| 1/6 vertical | 2 1/8" (w) x 4 5/8" (d) |
| 1/6 horizontal | 4 1/2" (w) x 2 1/4" (d) |
| 1" (Restaurant Ads Only) | 2 1/8" (w) x 1" (d) |

Bleed Specifications

| | |
|-----------------------------|---------------------------|
| Full page Bleed Size | 8 1/4" (w) x 10 3/4" (d) |
| Trim Size | 8" (w) x 10 1/2" (d) |
| Live Area | 7 1/4" (w) x 9 3/4" (d) |
| Two Page Bleed Size | 16 1/4" (w) x 10 3/4" (d) |
| Trim Size | 16" (w) x 10 1/2" (d) |
| Live Area Each Page | 7 1/4" (w) x 9 3/4" (d) |

Bleed specs on other size units available upon request.

*Call your sales representative for a complete digital requirements sheet.
If you have further questions, please call the Production Department at 215-979-7498.*