



# 2010 Dates\*

	Special section close	Ad close	Ad material close	On counter
Spring	10/27/09	12/3/09	12/10/09	2/25/10
Summer	1/14/10	2/19/10	2/26/10	5/12/10
Fall	4/14/10	5/19/10	5/26/10	8/17/10
Winter	7/8/10	8/12/10	8/19/10	11/3/10

## Material Specifications\*\*

### Advertising Unit Sizes:

#### Page

Bleed: 5-1/2" x 7-9/16"

Trim: 5-1/4" x 7-5/16"

Safety: 4-5/8" x 6-13/16"

**Spread:** submit two (2) single pages

*Keep registration marks outside trim dimensions*

#### Safety:

Live matter not intended to trim must be kept 1/4" from gutter edge and 3/8" from magazine face trim. Allow 1/8" bleed from trim.

#### Binding Method:

Saddle stitched on 7-5/16" side

### Digital Ad Specifications

PDF/X1a format is the preferred file format for file submission

- PDF/X1a file saved with only one ad per file
- All high-resolution images and fonts must be embedded
- Images must be CMYK or Grayscale and at least 200 dpi
- Total area density should not exceed 280% TAC
- Standard trim and bleed marks, offset 1/8" outside trim (No marks included in the "live" or bleed image area)
- CMYK process only. No RGB or Spot (Pantone) colors
- Flatten all transparency

### Color Proof Guidelines

- Digital, press, or off-press proofs which meet SWOP C5 (Coated #5) specifications

### Acceptable Media

#### Mac Formatted:

- FTP site
- CD-ROM
- DVD

#### Media Labeling Requirements:

- Issue date
- Contact person
- Phone number
- Ad number/name
- File name/number

### FTP File Posting Instructions

FTP site: ftp://ftp.mediftp.com

Username: medizine@mediftp.com

Password: 198Zt52 (case sensitive)

1. Open a browser window
2. In the address bar type "ftp.mediftp.com" and hit "enter." You will be told you do not have access. Click "OK," then click on "File-Login as..." Enter the user name and password above and click "Log On." Double click the "files" folder and begin copying.
3. Color proof is required
4. Once file has been successfully posted, please send an e-mail/call with the filename:

Estelle Selzer

E-mail: estelle@medizine.com

Phone: 212-994-9336

Publisher will charge for any cost incurred in preparing material submitted by advertiser that does not meet mechanical requirements.

### Contact Information

Estelle Selzer

c/o MediZine

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New York, NY 10110

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Fax: 212-695-2936

E-mail: estelle@medizine.com

\*\*For BRC specs, please contact MediZine's Production Department.