

2010 issue and closing dates

	Special Section Close	Ad Close	Material Close	In Home
Spring	12/5/09	1/8/10	1/15/10	February
Summer	2/25/10	3/29/10	4/5/10	May
Fall	6/5/10	7/9/10	7/16/10	August
Winter	8/25/10	9/28/10	10/5/10	November

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"

For spread, please 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 stitch on 7-5/16" side

File Format

PDF or PDF/x-1a files

Color Proof Guidelines

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

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

Contact Information

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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 (run of book pages)

E-mail: estelle@medizine.com

Phone: 212-994-9336

Theresa Skrapits

(BRCs and coverwrap files)

E-mail: theresa@medizine.com

Phone: 212-695-8597

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