

2006 Production Information

mechanical requirements

- Safety:** 3/8" from trim. All elements not intended to trim, such as corner marks and positioning guides, must be located 1/6" outside of bleed dimensions.
- Trim Size:** 7-7/8" x 10-1/2"
- Gutter Bleed:** Live matter should be held 1/8" from each side of gutter.
- Method of Printing:** Web offset.
- Depth of Column:** 140 lines, three columns to a page—total 420 lines.
- Binding Methods:** Saddle-stitched or perfect bound.
- Supply Digital Files** via email, CD or on Zip disk. Any digital ad submitted as a Quark XPress native file or composed .eps file must include all imported high-resolution (300 dpi) images, all screen and printer fonts, and high-resolution logos and graphics. Composite ads supplied in Photoshop, Illustrator, or as high-resolution PDF/Acrobat files are also acceptable. *IN New York* reserves the right to reject files that are not print quality or supplied in any format other than the above.
- Four-Color:** Color ads must be supplied as CMYK.
- Black & White** ads may be submitted as 1-color black or 2-color-rich black (100% K, 40% C).
- Spot Colors:** Consult production department for requirements and availability.
- Proofing:** Submitted ads, including digital files, must be accompanied by a color proof. Use publication stock conforming to SWOP standards. Standard proofing paper is 38# basic weight paper of 70 (nominal) brightness. Chromolines, matchprints, Kodak approvals, 3M Rainbows or Iris proofs are acceptable. Advertiser assumes all responsibility for the reproduction quality of all ads produced from digital art if a professional quality proof is not to *IN New York*. Final reproduction materials become the exclusive property of *IN New York*.
- Minimum-Size Unit:** 1/12 Page.
- Inserts:** For insert information and specifications, please call the Production Department: 212.716.2789.
- IN New York does not assume any responsibility for advertising reproductions that do not conform to our digital or mechanical specifications as listed here.** We will store digital ad materials for up to one year from date of insertion only.

shipping information

All materials must be received on or before issue closing date. Send all printed or digital materials to:

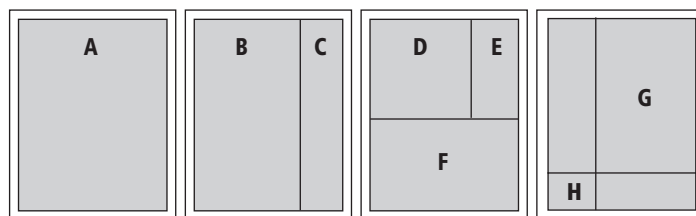
IN New York

Attn: Production Department
261 Madison Avenue, 9th Floor
New York, NY 10016
phone: 212.716.2789
fax: 212.716.8578
email: ADS@FTP.in-newyorkmag.com

circulation

- Annual average of 135,000 copies monthly.
- Established 2001.
- IN New York* is published 12 times a year.
- Subscription price: \$63/year.

ad dimensions



size	non-bleed width x depth*	bleed width x depth*
A full page and covers	7" x 9 11/16"	8 1/8" x 10 3/4"
B 2/3 page	4 5/8" x 9 11/16"	5 1/4" x 10 3/4"
C 1/3 page (vertical)	2 1/4" x 9 11/16"	2 7/8" x 10 3/4"
D 1/3 page (square)	4 5/8" x 4 3/4"	not available
E 1/6 page (vertical)	2 1/4" x 4 3/4"	not available
F 1/2 page (horizontal)	7" x 4 3/4"	8 1/8" x 5 1/2"
G 1/2 page (digest)	4 5/8" x 7 1/4"	not available
H 1/12 page	2 1/4" x 2 3/8"	not available
two-page spread	15" x 9 11/16"	16" x 10 3/4"
1/2 page spread	15" x 4 3/4"	16" x 5 1/2"

*If ads do not conform to these dimensions, they will be resized to fit the *IN New York* template.

web address

Be sure to include your web address in your ad creative. The online edition of *IN New York* will include your ad exactly as it appears in print, but for us to legally link the ad to your website, your web address must be included in the ad.