

Material Requirements

Specifications for ADWEEK, BRANDWEEK and MEDIaweek

General Information

Materials are due 11 days prior to issue date. Insertion orders must accompany material. Files may be sent on a CD or may be uploaded to ADWEEK's FTP site. One set of materials is needed for advertisements placed in multiple publications. A color proof is required with all files.

Publication is not responsible for color or content of files that do not conform to our specifications or if material is received after closing date.

Knockout type smaller than 10 points cannot be guaranteed perfect registration and is therefore not recommended.

Digital: Macintosh format

QuarkXPress Document

Document Size: Document setup should be set to trim dimensions

Safety: Type or images not intended to bleed must be kept 3/8" from page trim

Artwork: EPS or TIFF hi-resolution, scaled to size and placed

Fonts: Include all screen and printer fonts

Color: CMYK mode. Publication will not be responsible for color modes set to RGB, LAB or embedded ICC profiles

Line Screen: 133 **4C Density:** 300

PDF-X1A

PDF files must be created with Acrobat Distiller and saved as PDF-X1A. All artwork must be flattened before saving. Publication will not be responsible for reproduction of a file created in any other application.

Size: Document should be set to Bleed dimensions

Safety: Type or images not intended to bleed must be kept 3/8" from page trim

Color: CMYK mode. Publication will not be responsible for color modes set to RGB, LAB or embedded ICC profiles

Line Screen: 133 4C **Density:** 300

Additional Charges

Extra charge on spot colors.

Additional production on materials will be charged to client.

Advertising Unit Dimensions

Single Page:	Bleed	8-5/8" x 11-1/8"
	Trim	8-3/8" x 10-7/8"
	Safety	3/8" from page trim
	Non bleed	7" x 10"

Spread:	Bleed	17-1/4" x 11-1/8"
	Trim	16-3/4" x 10-7/8"
	Safety	3/8" from page trim
	Gutter Bleed Only	15-1/2" x 10"

1/2 Page Spread:	Bleed	17-1/4" x 5-3/4"
	Trim	16-3/4" x 5-1/2"
	Safety	3/8" from page trim
	Gutter Bleed Only	15-1/2" x 5"

	Width	Depth
2/3 Page	5"	10"
1/2 Page V.	4-7/8"	7"
1/2 Page H.	7"	5"
1/3 V.	2-3/8"	10"
1/3 H.	7-1/2"	3"
1/3 Sq.	5"	4-7/8"
1/6 V.	2-3/8"	4-7/8"
1/6 H.	5"	2-1/4"

Inserts

CONTACT Elise Echevarrieta, Production Director, at (646) 654-5177 for specifications.

Misc.

AdweekMedia magazines are printed Web offset on coated stock. Binding is saddle-stitched.

Materials should be sent directly to:

ADWEEK Media, Production Dept
770 Broadway, 7th floor
New York, NY 10003-9595

FTP info: Using Fetch, log onto ftp.adweek.com

User ID: adweek (lowercase)

Password: adweek (lowercase)

When uploading to the ftp site, please contact Cindee Weiss at 646-654-5180 or Noah Klein at 646-654-5179 with notification that file has been uploaded and to provide a file name. A color proof is required for all files that are uploaded to the ftp site.