

# Print Specifications

MM+M

## File Formats Accepted

- PDF or PDF-X1A'S
- High resolution 300 dpi
- CMYK
- Please name file: Client\_Name\_MMM\_Issue\_Date
- If providing a double page spread, a single file should be provided for each page

For additional information on creating PDF files, contact the MM+M Magazine production department. All ads supplied must have all fonts either made into outline or embedded within, no True Type fonts. This helps eliminate re-flowing and font clash issues and also avoids the illegal transfer and/ or unauthorized use of font software. A read-me file should be supplied explaining which format the ad has been saved in and any specific instruction about how the file should be opened.

## Ad Trim Sizes (Inches)

Ad Size	Width	Height
2 page spread*	16.5	10.875
Full Page*	8.25	10.875
1/2 Page Spread**	16.5	5.375
1/2 Page (vertical)	3.5	9.675
1/2 Page (horizontal)	7.175	4.6
1/4 Page (vertical)	1.675	9.675
1/4 Page (square)	3.5	4.6
1/4 Page (strip)	7.187	0.9

Add 1/4" bleed on all sides.

Add 1/4" bleed on left, right, and bottom sides.

If providing a double page spread ad, a single file should be provided for each page.

## Publication Trim And Bleed Specs

Trim: 8 1/4" by 10 7/8". Keep all live matter a minimum of 1/4" in from trim. All bleed ads should allow 1/4" of bleed. Line Screen: 175-line screen. Min and Max dot size: 5% to 95% (Overall printing density of all colors cannot exceed 280%).

## Material Due Date

January/February	1/8
March	2/5
April	3/5
May	4/2
June	5/7
July/August	7/12
September	8/9
BOTN	8/31
October	9/3
November	10/8
December	11/9

## FTP

Host: us1-1.hostedftp.com

Port: 22

Username: Advertising

Password: kg@Z}V=3D

Place in incoming MM+M Magazine folder

## Proofs

SWOP certified color proofs should be provided for color and content; 100% of finished size. We cannot be responsible for final printed color or content without a proof that accurately represents the submitted digital file.

## Send Advertising Files With Proof To

**Brian Wask**

Production Manager

275 Seventh Avenue, 10th Floor, New York, NY 10001

Telephone: 646-638-6066

E-mail compressed file to: [MMMPrintmaterials@Haymarket.com](mailto:MMMPrintmaterials@Haymarket.com)