

# ADVERTISING specifications

EFFECTIVE JANUARY 1, 2009



www.BERGENHEALTHANDLIFE.com

## Edward Burns

GROUP PUBLISHER

201-782-5306

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## Doug Barker

REGIONAL ADVERTISING DIRECTOR

201-573-5557

doug.barker@wainscotmedia.com

### AD SIZES (W X H):

Space	Non-bleed	Bleed trim	Bleed art
Full page	7" x 10"	8.375" x 10.875"	8.625" x 11.125"
2/3 page vertical	4.458" x 10"	NA	NA
1/2 page horizontal	7" x 4.875"	NA	NA
1/2 page vertical	3.345" x 10"	NA	NA
1/3 page square	4.5" x 4.875"	NA	NA
1/3 page vertical	2.25" x 10"	NA	NA
1/4 page	3.345" x 4.875"	NA	NA

**Magazine trim size:** 8.375" x 10.875"

**Safety:** For full-page ads, safety is 0.5" from trim and 0.75" from inside gutter.

**Printing and binding process:** Web offset; perfect bound.

**Paper stock:** 8 pt. gloss coated cover; 60# gloss coated text.

**Material requirements:** *Health & Life* accepts digital files only. All digital files must be accompanied by one set of high-quality color proofs.

### Digital requirements:

- Files will be accepted on the following media: CD-ROM or DVD.
- Material submitted on disk may be in either IBM or Mac format.
- File formats accepted are: QuarkXPress, Illustrator, Freehand, Photoshop or InDesign.
- All printer and screen fonts must be included on disk.
- Graphic file formats accepted are: Adobe Acrobat PDF, Photoshop Tiff or EPS.
- All images should be saved as CMYK at 300dpi. Otherwise, RGB color will be converted to CMYK for printing, and the advertiser will be charged \$50 for file conversion.
- Line art should be saved at a minimum of 1200dpi to avoid jagged edges.
- For proper trapping in the computer-to-plate process, all image backgrounds must be set to "NONE."

**Materials produced by Publisher:** At the advertiser's request, *Health & Life* will produce mechanicals and/or offset film. Cost will vary according to ad size, color and complexity. Call 201-782-5306 for details.

### GENERAL INFORMATION

**Copy restrictions:** Publisher reserves the right, at its absolute discretion and at any time, to reject advertising materials. Advertisements that simulate editorial content must be clearly labeled ADVERTISEMENT.

**Copy responsibility:** Advertisers are solely responsible for the content of their advertisements placed and printed. Publisher accepts no responsibility for typographical errors.

**Position guarantees:** Position is guaranteed for covers only.

**Shipping:** Space contracts, insertion orders, camera-ready copy and proofs should be addressed to:

Advertising Department, *Health & Life*

110 Summit Avenue, Montvale, NJ 07645

201.505.5899

e-mail: thomas.ragusa@wainscotmedia.com

**wainscot**  
CUSTOM MAGAZINES & WEBSITES

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