

New York Spaces Magazine

Ad sizes (w x h):			
Space	Non-bleed	Bleed trim	Bleed art
Two Page Spread	14.65" x 10.375"	16.75" x 10.875"	17.25" x 11.125"
Full page	7.325" x 10.375"	8.375" x 10.875"	8.625" x 11.125"
2/3 page vertical	4.63" x 10.375"	NA	NA
1/2 page horizontal	7.325" x 5"	NA	NA
1/2 page vertical	3.47" x 10.375"	NA	NA
1/3 page square	4.63" x 5"	NA	NA
1/3 page vertical	2.33" x 10.375"	NA	NA
1/4 page	3.47" x 5"	NA	NA



NEWYORKSPACESMAG.COM

NEW JERSEY

Edward Burns

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NEW YORK

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CUSTOM MAGAZINES & WEBSITES

fax: 240-269-7395

www.WainscotMedia.com

- **MAGAZINE TRIM SIZE:** 8.375" x 10.875"
- **SAFETY:** For full-page ads, safety is 0.25" from trim and 0.8" from inside gutter.
- **PRINTING AND BINDING PROCESS:** Web offset; perfect bound.
- **PAPER STOCK:** 8 pt. gloss coated cover; 60# gloss coated text.
- **MATERIAL REQUIREMENTS:** *New York Spaces* 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, *New York Spaces* will produce mechanicals and/or offset film. Cost will vary according to ad size, color and complexity. Call 201-505-5899 for details.
- **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.
- **HALF-TONE SCREEN RECOMMENDATIONS:**
 - Covers: 150 line.
 - Inside: 150 line.
- **DENSITY OF TONE:**
 - 4-color-Cover: 320%
 - 4-color-Inside: 320%
 - 2-color-Inside: 180%
- **REPRODUCTION REQUIREMENTS:** *New York Spaces* is printed web offset using computer-to-plate technology. SWOP standards apply.



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- **MATERIAL REQUIREMENTS:** *New York Spaces* accepts digital files only. All digital files should be accompanied by a SWOP proof. Files will be accepted on CD-ROM, DVD±R, or Zip. Disks may be IBM or MAC formatted.
- **GRAPHICS FILE FORMATS:** PDF/X-1a - no ICC profiles, embed all hi-res graphics and fonts (Type 1 preferred). Photoshop (EPS or TIFF) - no ICC profiles, embed all fonts, flatten all layers. Illustrator (EPS only; no AI files) - outline all fonts, flatten all layers, no spot colors in gradient blends. For 5-color jobs, only PDF/X-1a or Illustrator EPS files will be accepted; no DCS files. Files should be accompanied by a SWOP proof. Publisher will not accept responsibility for color reproduction if a SWOP proof is not furnished.
- **APPLICATION FILE FORMATS:** QuarkXpress, InDesign, Photoshop, and Illustrator. All required image trapping should be included in the file. All printer and screen fonts must be included. All images must be CMYK or Grayscale, EPS or TIFF at 300dpi; no RGB or JPEG images. Do not embed ICC profiles. Line art should be 1200-2400 dpi, EPS or TIFF. Files should be accompanied by a SWOP proof. Publisher will not accept responsibility for color reproduction if a SWOP proof is not furnished.
- **PRINTING PROCESS:** Color rotation sequence is black, cyan, magenta, and yellow.

E-Newsletter & Event Calendar

- **EVENT/SALE LISTING:** 20 to 75 words including links (within edit)
- **IMAGE FORMATS:** Currently Accepted: GIF, Animated GIF or JPEG. Cropped to 175 pixels wide
- **MAXIMUM IMAGE FILE SIZE:** 50K
- **MATERIALS DUE:** Five (5) business days prior to scheduled e-newsletter blast. Include with instructions: referring URL and alt text.
- **POSITION POLICY:** Placed in order of event/daledate and alphabetical.
- **CANCELLATION POLICY:** All online advertisements require a 2-week written cancellation notice. (Minimum 3 month periods not cancellable).

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- **BANNER AD DIMENSIONS:**
 - Header banner: w728p x h90p (in rotation of up to three banners)
 - Right side spotlight: w160p x h160p (no animation)
 - Left nav skyscraper: w180p x h400p (below the fold on home page)
- **FORMATS:** Currently Accepted: GIF, Animated GIF, JPEG, HTML & Flash
- **MAXIMUM FILE SIZE:** 50K
- **MATERIALS DUE:** Five (5) business days prior to posting. Seven (7) business days for rich media. Include with instructions: referring URL and alt text.
- **CANCELLATION POLICY:** All online advertisements require a 2-week written cancellation notice. (Minimum 3 month periods not cancellable).
- **POSITION POLICY:** All banner and text ads are placed on a first-come, first-served basis.

Shipping

Space contracts, insertion orders, camera-ready copy and proofs should be addressed to:
 Advertising Department, New York Spaces
 110 Summit Avenue, Montvale, NJ 07645
 201.505.5899
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