

# **FLYING**

## Mechanical Specifications

### ***Ship ALL MATERIAL to:***

FLYING Production Department  
1633 Broadway, 43<sup>rd</sup> Floor  
New York, NY 10019

Note: All electronic data will be held for one year from date of last insertion and all media will be destroyed after three months unless directed otherwise.

### ***FOR ASSISTANCE CALL:***

#### **MARA SCUOTTO**

Production Manager  
(212) 767-6902

### ***ACCEPTABLE FILE FORMATS:***

PDF/X-1a — which means that it conforms to PDF version 1.3 (Acrobat 4); it has an output resolution of 2400 dpi; it is composite CYMK; it uses high-quality JPEG or lossless Zip compression; resolution for color and grayscale images is 300 dpi; resolution for monochrome images is 1200 dpi; and fonts are embedded and subsetted 100%; as well as other characteristics. This format is acceptable for full or partial pages. Trapping is the responsibility of the file provider.

### ***UNACCEPTABLE FILE FORMATS:***

Other file types — such as Postscript, TIFF, EPS, native Photoshop files or other native application files such as Quark, InDesign, Pagemaker, Illustrator, Freehand, etc. — are unacceptable because they introduce many possibilities for error.

To assist our advertisers in creating PDF ads to spec, the HFM PDF Ad Kit is available upon request for both the Mac and Windows OS.

### ***PROOF SPECIFICATIONS:***

Kodak Approval; Imation Matchprint Digital Halftone; or other SWOP certified contract proof. All contract proofs must be made according to SWOP standards including color bars. Proofs that do not meet SWOP criteria will be used for color break only. Information on SWOP standards can be found at [www.swop.org](http://www.swop.org).

IN ADDITION, please supply two content (laser) proofs, which are an identical match to the furnished file. NOTE: This will allow HFM to ensure content integrity.

**ACCEPTABLE MEDIA:**

CD; MASS TRANSIT FTP. FTP guest instructions will be emailed to you upon request. Your files can be sent to us within minutes. Note: A Contract proof must follow the next business day.

**INK SPECIFICATIONS:**

4/C process. Match colors available.

**BINDING SPECIFICATIONS:**

Perfect bound; jog to foot.

**PRINTING METHOD:**

Web offset.

**FOR SUPPLIED INSERT INFORMATION CALL:**

**MARA SCUOTTO**

(212) 767-6902

All original disks will be destroyed after production cycle unless otherwise requested.

Space	NON BLEED (Width x Depth)	BLEED (Width x Depth)	TRIM SIZE (Width x Depth)
Full Page	7 x 10	8 1/8 x 10 3/4	7 7/8 x 10 1/2
2/3 pg Vertical	4 3/8 x 9 1/4	5 1/4 x 10 3/4	5 x 10 1/2
1/2 pg Horizontal	6 5/8 x 4 3/4	8 1/8 x 5 3/4	7 7/8 x 5 1/4
1/2 pg Digest	4 3/8 x 7 3/8	N/A	N/A
1/3 Square	4 3/8 x 4 1/2	N/A	N/A
1/3 pg Vertical	2 1/8 x 9 1/4	3 x 10 3/4	2 3/4 x 10 1/2
1/4 Square	4 3/8 x 3 1/2	N/A	N/A
1/6 pg Vertical	2 1/8 x 4 1/2	N/A	N/A
2 pg Spread	15 x 10	16 x 10 3/4	15 3/4 x 10 1/2
1/2 pg Spread, Horizontal	15 x 4 7/8	16 x 5 3/8	15 3/4 x 5 1/8

Live matter SAFETY - leave 1/4" from TRIM edges. Gutter safety for TYPE - 1/8" - 3/16" from each side of spread center.