

AMERICAN PHOTO

Mechanical Specifications

Ship Ad Material to:

AMERICAN PHOTO Production Department

Attn: Mara Scutto

43rd floor, 1633 Broadway

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

FAX: (212) 767-5603

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 CMYK; it uses high-quality JPEG or lossless Zip compression; resolution for color and grayscale images is 300dpi; resolution for monochrome images is 1200dpi; and fonts are embedded and subsisted at 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 Specification

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. In addition, please supply two content (laser) proofs, which are identical matches 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 Specification

Perfect bound; jogs to foot.

Printing Method

Web offset.

All Sizes are Width by Height	NON BLEED	BLEED	TRIM SIZE
Full Page: Inches	7 3/8 x 10	8 5/8 x 11 1/8	8 3/8 x 10 7/8
2/3 Pg Vertical	5 x 10	5 9/16 x 11 1/8	5 1/16 x 10 7/8
1/2 Pg Horizontal	7 11/16 x 4 7/8	8 5/8 x 5 9/16	8 3/8 x 5 1/16
1/2 Pg Island	5 x 7 1/2	5 9/16 x 8 3/16	5 5/16 x 7 15/16
1/3 Square	5 x 4 7/8	5 9/16 x 5 9/16	5 5/16 x 5 5/16
1/3 Pg Vertical	2 7/16 x 10	3 x 11 1/8	2 3/4 x 10 7/8
1/6 Pg Vertical	2 7/16 x 4 7/8	N/A	N/A
2 Page Spread	15 3/4 x 10	17 x 11 1/8	16 3/4 x 10 7/8
1/2 Horizontal Spread	15 3/8 x 4 7/8	17 1/4 x 5 9/16	16 3/4 x 5 5/16

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

FTP Instructions for sending ad files

1. Put all files/folders to be shipped into a single folder containing the name of the magazine and/or recipient you are sending to and create a compressed archive package (.sit/.zip) using Stuffit or WinZIP.
2. Launch your FTP transfer utility. We can email you a copy of the Fetch utility (Mac) or CuteFTP (PC).
3. Create a new connection window using the following logon parameters: “Upload” (“Put”) the file archive you wish to transmit or “drag-n-drop” the file archive from your computer to the FTP destination directory. You might want to follow-up with a phone call to make sure your file(s) were received successfully.

For Supplied Insert Information Call:

MARA SCUOTTO
Production Manager
(212) 767-6902