

## 2010 Magazine Ad Specs

Display	Width x Depth
<b>FULL PAGE</b>	
Full Page Bleed	8 1/2" x 11 1/8"
Full Page Trim	8 1/4" x 10 7/8"
Full Page Type (no bleed)	7 1/4" x 9 3/4"
<b>FRACTIONAL ADS</b>	
1/2 Page Horizontal	7 1/4" x 4 7/8"
1/2 Page Vertical	3 1/2" x 9 3/4"
1/4 Page Square	3 1/2" x 4 7/8"
1/8 Page Horizontal	7 1/4" x 1 "

Digital file formats for ads supplied via Email/ftp or disc.

All advertisements supplied electronically or by disc are accepted in good faith and PRWeek accepts no responsibility for any problems if the guidelines are not followed.

The pages of PRWeek are put together on a Mac, so all advertisements need to be saved for Macintosh format, ideally a high resolution press optimized PDF. 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. If images have been saved as JPEGs for transfer electronically, then this needs to be clearly indicated so our typesetter can reopen the images in their original format. All eps's, tiffs or JPEGs should be saved as CMYK and not RGB. (RGB will default to mono on press).

**If ads are supplied without a color guide, acceptable for use within print, then PRWeek cannot accept responsibility for how the ad appears in the final printed magazine.**

For all other queries please contact:

Ada Figueroa, Production manager at (646) 638-6065 or [ada.figueroa@haymarketmedia.com](mailto:ada.figueroa@haymarketmedia.com)

**Please send ads on disk to:**

Production Dept, PRWeek  
 114 West 26th Street, 4th Floor  
 New York, NY 10001  
 Tel: (646) 638-6065  
 Fax: (646) 638-6120

**Or email to:**

[krassi.varbanov@haymarketmedia.com](mailto:krassi.varbanov@haymarketmedia.com)  
[ada.figueroa@haymarketmedia.com](mailto:ada.figueroa@haymarketmedia.com)

**Material Deadline:**

The 10th of the month prior.\*  
*\*Will close one week earlier in Nov. and Dec. due to holiday schedules.*