

2011 Magazine Ad Specs

Display	Width x Depth
---------	---------------

FULL PAGE

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"

FRACTIONAL ADS

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:

Krassi Varbanov, Senior Production Controller, (646) 638-6018,

krassi.varbanov@haymarketmedia.com

Ada Figueroa, Group Production Manager, (646) 638-6065,

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
ada.figueroa@haymarketmedia.com

Material Deadline:

The 10th of the month prior.