

Display/Mail Order Advertising Mechanical Specifications* - Macworld

	<p>Cover Gatefold</p>	<p>Flat Page (Bleed) Flat Page (Trim) Folded Page (Bleed) Folded Page (Trim)</p>	<p>Bleed 7.75"W x 10.75"H Trim 7.625"W x 10.5"H Bleed 7.375"W x 10.75"H Trim 7.25"W x 10.5"H</p>
	<p>Interior Gatefold</p>	<p>Flat Page (Bleed) Flat Page (Trim) Folded Page (Bleed) Folded Page (Trim)</p>	<p>Bleed 7.75"W x 10.75"H Trim 7.625"W x 10.5"H Bleed 7.375"W x 10.75"H Trim 7.25"W x 10.5"H</p>
	<p>Spread Gutter Safety: Between body copy - allow 1/4" on each side (1/2" total) Between body copy - allow 1/8" on each side (1/4" total) Between body copy - allow 3/16" on each side (3/8" total)</p>	<p>Bleed 16"W x 10.75"H Trim 15.75"W x 10.5"H Live 14.25"W x 9.575"H</p>	
	<p>Full Page</p>	<p>Bleed 8.125"W x 10.75"H Trim 7.875"W x 10.5"H Live 7.125"W x 9.575"H</p>	
	<p>2/3 Page Vertical</p>	<p>Live 4.675"W x 9.575"H</p>	
	<p>1/2 Page Horizontal **</p>	<p>Live 7.125"W x 4.575"H</p>	
	<p>1/3 Page Vertical</p>	<p>Live 2.27"W x 9.575"H</p>	



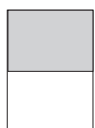
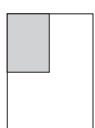
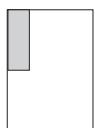
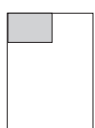
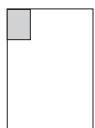
*Only DIGITAL files are accepted. Please see the Print Ad Creative Submission Guidelines for information on sending digital files.

**These ads will always appear on the lower half of the page.

Send Materials To:

Macworld Production Department
 501 Second Street, 5th Floor
 San Francisco, CA 94107
 Tel. 415-243-3511
 Fax 415-243-3543

Marketplace Advertising Mechanical Specifications* - Macworld

	Full Page	Live 7.25"W x 9.625"H
	1/2 Page Vertical	Live 3.5"W x 9.625"H
	1/2 Page Horizontal	Live 7.25"W x 4.75"H
	1/4 Page Square	Live 3.5"W x 4.75"H
	1/8 Page Vertical	Live 1.75"W x 4.75"H
	1/8 Page Horizontal	Live 3.5"W x 2.35"H
	1/16 Page Square	Live 1.75"W x 2.35"H

*Only DIGITAL files are accepted. Please see the Print Ad Creative Submission Guidelines for information on sending digital files.

Send Materials To:

Macworld Production Department
501 Second Street, 5th Floor
San Francisco, CA 94107
Tel. 415-243-3511
Fax 415-243-3543

Print Ad Creative Submission Guidelines

MECHANICAL SPECIFICATIONS

All files submitted for print ads must meet *Macworld's* mechanical specifications. Full-page display ads must include appropriate bleeds and live areas.

See Display/Mail Order and/or Marketplace Advertising Mechanical Specifications.

APPLICATIONS/FORMATS SUPPORTED

PDF/X-1a or high-res PDF: Fonts must be embedded. (This is the preferred format.)

Quark XPress: (QXD v3.32 - v6.5. Include all placed images and fonts. 300ppi, CMYK.)

Photoshop: (TIFF/EPS/JPEG 300ppi, CMYK.)

Illustrator: (AI/EPS. Include all placed images and fonts. 300ppi, CMYK.) Create outlines on all fonts used in ad.

InDesign: (v1- CS. Include all placed images and fonts. 300ppi, CMYK.) Create outlines on all fonts used in ad.

EPS: (Vector based. Include all placed images and fonts. 300ppi, CMYK.)

COLORS

All colors must be designated as CMYK process colors. Use of Pantone or RGB colors in ad files will result in color shifts to final output. *Macworld* cannot be responsible for color alteration of ads submitted in non-CMYK formats.

GRAPHICS

Include all of your original graphics files. A resolution of 266ppi or higher is necessary to maintain print quality.

FONTS

Include all fonts used. Please use only PostScript fonts. TrueType fonts may not print correctly. Do not "style" fonts in the font palette (clicking the B to bold or I to italicize). Fonts styled this way will not print correctly. Files should conform to US SWOP guidelines.

MACWORLD AD SUBMISSION CHECKLIST

All ad materials must be submitted in a digital format. Include all layout and/or illustration files.

- Include all placed images (i.e. graphic files used).
- Include all screen fonts and printer fonts. (Send only the fonts used in your document.)
- Include a final printed color proof of the ad.
- Label your files and disks clearly with the following:

ADVERTISER name,
MAGAZINE name, and
ISSUE DATE, (see example):

Advertiser_Macworld_July06.sit

Production Contact Information and Assistance

EMAIL:

Files smaller than 2MB may be emailed to:
production@macworld.com

FTP:

Large files may be sent via secure FTP. Please contact account representative well in advance of your materials deadline regarding FTP information.

MAIL:

CD-ROM or DVD disks to:

Macworld
Production Department
501 Second Street, 5th Floor
San Francisco, CA 94107

Tel: 415-243-3511
Fax: 415-243-3543

Email:
production@macworld.com

FOR ASSISTANCE:

Contact:

TAMARA GARGUS
PREPRESS MANAGER
Tel: 415-243-3511

Email:
tgargus@macworld.com

PRINTING PROCESS:

WEB OFFSET

LINE SCREEN:

150 LPI

COLOR DEFINITION:

CMYK

BINDING METHOD:

PERFECT

TOTAL INK DENSITY:

Should not exceed 300%