

Carnegie Hall's 2009 Opening Night Gala Journal

ARTWORK SPECS

Artwork Deadline:
June 26, 2009

Digital Advertising Artwork Specifications

FILE FORMATS

Hearst Magazines preferred file format is PDF/X-1a (Vector).

The PDF/X-1a file must be made from a PostScript file, using Hearst's PPD. We will not accept PDF/X-1a files converted from TIFF/IT-P1 files, as they may cause reproduction problems, nor will we accept TIFF/IT-P1 or native application files (such as QuarkXPress, Adobe Illustrator, Adobe Photoshop, Adobe Pagemaker or Adobe InDesign).

PROOFS

We require SWOP-certified halftone dot digital color proof, using SWOP hues, pulled directly from the furnished file.

Currently the only accepted SWOP-certified halftone dot digital color proofs are Kodak Approval or Matchprint Digital Halftone GT Proofs. Proofs should be at 100% size, and must be made from the FINAL digital file you are sending. We are not responsible for the final advertisement if these guidelines are not adhered to.

PLEASE SUPPLY A DIGITAL PROOF WITH COLOR BARS FOR EVERY DISK.

For more information please visit <http://www.hearstmag.com/digitalspecs/>

Town & Country cannot create or make changes to any ads

FINAL CHECKLIST:

- Include all required image trapping
- Maximum dimensions including all trim, bleed, center and registration marks; and Color ID, and Agency Info:
 - Single page: 11" x 12.2"
 - Spread: 20" x 12.2"
- Position Right Reading, Portrait mode only
- Must include trim, bleed, center and registration marks (no marks in the live area)
- Must include 100% size digital proof from a half tone dot proofer (i.e. Kodak Approval or Matchprint Laser Proof).
- This proof must represent the final digital file.
- Contract SWOP proof. Must include a 6mm 5%, 25%, 50%, 75%, 95%, and 100% CMYK and gray balance patches in color bar. **Line screen:** 150 recommended; 133 accepted

ACCEPTED FILE TRANSMISSION OPTIONS: Mac-formatted Zip, Jaz, CD & Postscript

For information about mechanical specs (ex/ trim and bleed size) contact the Hearst Premedia Department at pubtech@hearst.com or call 212-649-3608.

WAM!Net, FTP & ISDN by special arrangements ONLY

UNIT SIZE	NON-BLEED	BLEED
Full Page	7 - 5/16' x 10"	9 - 1/4 x 11 - 1/4"
½ HORIZONTAL	7 - 5/16" x 4 - 7/8"	9 - 1/4" x 5 - 9/16"
SPREAD (Gutter Bleed)		17 - ½" x 10"
SPREAD (Full Bleed)		18 - ½" x 11 - ¼"

MATERIAL SPECIFICATIONS

- **TRIM SIZE:** 9" x 11' (Perfect Bound)
- **BLEED SIZE:** 9 ¼ x 11 ¼"

SAFETY: On all live matter (image) including all type, there must be a minimum of 3/8" inside trim on all four sides to allow for trimming and variations in folding and binding. On spread, keep live matter ¼" from each side of centerline to prevent hiding live matter in binding. **Full PG Safety:** 8 ½ x 10 ½

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Send Materials to:

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Artwork / Production Questions?

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