

# ART NEW ENGLAND

## ADVERTISING PRODUCTION SPECIFICATIONS

### Preferred File Formats

TIFF and PDF. The following source files are also accepted but may incur additional costs and are expected to follow all requirements listed in this document: QuarkXpress, Adobe Photoshop, Adobe InDesign, and Adobe Illustrator. When using Adobe Illustrator it is preferred to outline text before submission. We do not support Illustrator PDFs due to their instability.

*NOTE: We will accept the current version of the above listed programs, and one previous.*

### Supporting Images

TIFF and EPS to the following minimum resolution specifications: Grayscale/Color images at 300 dpi, Lineart (Bitmap) images at 1200 dpi.

### Ad Layout

Regardless of the format supplied, all ads must conform to the following:

- Full page bleed ads must exceed magazine trim size by 1/8" bleed on all four sides minimum. (Trim size = 9" wide x 10.875" high, Final ad size with bleed = 9.25" wide x 11.125" high).
- No content is to be within 1/4" of trim size.
- All fonts and graphics must be either embedded or included with the files and conform to the specifications above for image resolution.
- All color ads need to be supplied as composite files.
- Embedded images should not be scaled, cropped, masked, or rotated within the page layout application, but instead should be manipulated in Photoshop and then imported into the page layout program at the proper size and position.
- DO NOT nest EPS files within EPS files!
- All lines and lineart images should be a minimum of 1/4 pt. thickness at final size to reproduce effectively on press. No hairline rules.

### Color Management / ICC

At this time we do not encourage customers to submit files with embedded ICC profiles.

### Color Space

All color images and files are to be supplied in CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. PMS colors will be converted to process unless specified otherwise.

### Trapping and Screening

Files are NOT to be trapped or prescreened. NOTE: Please make sure that all white type is set to K.O.

### Proofs

All black and white or grayscale ads supplied require 100% size laser proofs for confirmation of content. **All color files must be supplied with a SWOP approved proof.** Kodak Approvals (preferred), Imation Laser Matchprint, Iris Proof, and Dupont Digital Water proofs are the only acceptable proofs. Laser proofs and color laser proofs are NOT acceptable for color. If a color ad is submitted without one of these proofs, we will pull a proof and the advertiser will be billed \$50.00. The proof will go directly to the printer for press guidance. SWOP proofs pulled by Art New England are sent directly to the printer and are not for client perusal. For more information on SWOP, visit their web site at [www.swop.org](http://www.swop.org).

### Media

CD-ROM; DVD-ROM; E-mail attachments, due to size limitations please check with your service provider. Files should be stuffed / zipped for file integrity. All disks should be accompanied by a proof. When supplying non-finalized materials, photographs should be sharp focus, high contrast, 8 x 10" or 5 x 7" preferred. Slides and transparencies should carry an ID tag and be clearly labeled for front, top, and bottom. Copy should be typewritten, double spaced, and proofread in advance.

## PRODUCTION FEES

**\$25** ART NEW ENGLAND makes minor changes after ad deadline

**\$50** Ad submitted after materials deadline, **\$100** post press

**\$75** ART NEW ENGLAND designs ad

**\$100** ART NEW ENGLAND designs premium placement ad

**If the above requirements are not met, ART NEW ENGLAND can not guarantee reproduction.**

**Closing date:** Advertiser is responsible for meeting deadlines. If material is not received in time for publication, advertiser will be billed for contracted price.

**Cancellations:** Reserved advertising space cancelled after the closing date will be billed in full. A contracted ad may be cancelled by notifying the publisher in writing before the closing date and reinsertion must be scheduled for cancelled ad within the contracted year. All cancellations must be in writing. Art Preview does not apply to cancellation. A cancellation fee of \$50 will apply. Extensions are permitted beyond the deadline date as determined by the Production Manager. Contact your sales representative for more information. All display advertising programs include annual subscription to ART NEW ENGLAND.

**Terms:** All contracts must be completed within one year of the date of the first insertion. Any contracted ads not published within the contract period are subject to price change. All bills due net 30 days. A finance charge of 1.5% of amount owed will be added to delinquent accounts per month delinquent account is outstanding. Returned check fee of \$20. Attorney fees of 15% of the amount due will be added to accounts referred to collection. Any court fees incurred by delinquent accounts are the responsibility of the account holder. ART NEW ENGLAND reserves the right to cancel, at any time, advertising that the publisher deems unacceptable in any way. **Agency fees and production fees are not included, all fees must be added to ART NEW ENGLAND pricing.**

ART NEW ENGLAND reserves the right in its sole discretion to edit any advertisement for grammar, style, punctuation, and conformity with the publication standards of ART NEW ENGLAND, or to reject any advertisement. The advertiser assumes complete responsibility for the contents of, and claims made with respect

to, the consequences of or in connection with the advertisement, and agrees to hold ART NEW ENGLAND harmless from all costs, expenses (including attorney's fees), liabilities, and damages of any nature or attributable in any way to the publication, editing, or rejection thereof. In the event of an error in publication of the

advertisement, the responsibility of ART NEW ENGLAND shall be limited to the publication of a corrected version in a subsequent issue. Please note, client errors (such as those done by outside vendors) are excluded.