

# photograph

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Mechanical Specifications No. 6  
Effective September/October 2008 issue

## ISSUE

September/October 2008  
November/December 2008  
January/February 2009  
March/April 2009  
May/June 2009  
July/August 2009

## MATERIALS DUE DATE

July 16, 2008  
September 17, 2008  
November 19, 2008  
January 21, 2009  
March 19, 2009  
May 20, 2009

## AD SIZE REQUIREMENTS

 Trim  Live area  Bleed

### 1/2 PAGE

Live area: 5" w x 3.875" h

Set your document size to: 5" w x 3.875" h

Bleed is not available on 1/2 page ads



### FULL PAGE

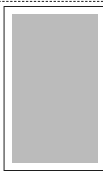
Trim: 5.75" w x 8.75" h

Live area: 5" w x 8" h

Bleed: 6" w x 9" h

Set your document size to: 5.75" w x 8.75" h

All text and images that do not bleed must be within the live area.



### TWO-PAGE SPREAD

Trim: 11.5" w x 8.75" h

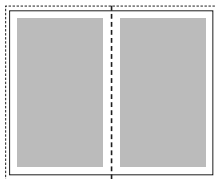
Live area: 10.75" w x 8" h

Bleed: 11.75" w x 9" h

Gutter: allow 3/4" for binding

Set up your document as a spread with two pages sized each at: 5.75" w x 8.75" h

All text and images that do not bleed must be within the live area.



## PRINTING

Photograph is a perfect bound book, printed in CMYK at 200lpi on an 80lb text coated sheet using a sheetfeed press.

## LAYOUT SPECIFICATIONS

Ads should be either QuarkXpress or InDesign files (Mac preferred), with all elements placed and updated. Include all fonts (Postscript only) and linked graphics. Convert all type in placed graphics to outlines. A hard copy of the ad or a PDF with embedded fonts is required for reference. A PDF, Illustrator or Photoshop file is not accepted for final ad layout.

## IMAGES

If you provide a digital file of a photograph for reproduction, the image should be the exact size it will appear in the ad, scanned at a resolution of 400 pixels/inch and saved as a TIFF without compression. We cannot print JPEGs. If your digital file is RGB, we prefer that our printer does the conversion to CMYK; if you do provide a CMYK image, it should use the US Sheetfed Coated v2 profile for best results. Please contact us for detailed instructions regarding SWOP proofs if you will be providing one. All digital files must be accompanied by a high quality reference print or additional charges may be incurred.

## AD COLORS

- **BLACK & WHITE** Images are printed in grayscale.
- **TWO-COLOR** Black plus one (process) color of type or background. Images are printed in grayscale.
- **FOUR-COLOR** Ads print as CMYK. We will provide a Kodak proof for your approval at no charge.

We do not print duotone images or Pantone colors. Any coloration of images requires a four-color ad. We are not responsible for accuracy of supplied images. For color corrections/additional Kodak proofs, there will be a minimum \$75 charge.

## AD SUBMISSION

Complete ad materials on CD may be sent to the address above. We do prefer that ads are submitted electronically via email (under 15mb) or FTP (over 15mb). Stuff or zip materials before sending; file names should not contain spaces or punctuation characters. Email files to [anthony@photographmag.com](mailto:anthony@photographmag.com) or FTP to:

host: [ftp.photographmag.com](ftp://ftp.photographmag.com)  
user id: ads  
password: photo1

*Ads not meeting these specifications and/or changes to ads already at the printer will incur production charges.*