

# Production Information

FOR WHERE GUESTBOOK® NEW YORK

## MECHANICAL REQUIREMENTS:

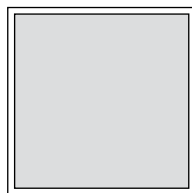
- *Where GuestBook New York* is produced in accordance with accepted standards for Web offset printing (SWOP), using 4/C process inks (CMYK). Please refer to these standards for more information.
- No film will be accepted.
- Final Digital Ads must be created on Macintosh computers (MAC platform), not PCs, using one or more of the following software programs only: Adobe InDesign, QuarkXpress 4.1 or lower, Adobe Photoshop 7 or lower, Adobe Illustrator 10 or lower. Pagemaker, Freehand or Publisher will not be accepted.
- Files must be self-extracting archives (Stuffit or Zip) if compression software is used.
- PDFs will not be accepted unless supplied by an accredited agency or in PDF/x1-a format.
- Minimize the number of steps used to create a gradation or blend.
- Convert type to outlines when using Adobe Illustrator or embed the fonts.
- Check that all colors used are 4/C process colors (CMYK). No Pantones, RGB or Lab Color.
- Ads must be submitted on CD, DVD, 100/250 MB Zip disk or via FTP and must be accompanied by the following: Instruction sheet indicating software used and version, screen and printer fonts used (fonts will be deleted after use). No PC or True Type fonts, high-resolution (300dpi/133lpi) image files in TIFF, CMYK or EPS CMYK format. If running a color ad, color-corrected proof with color composition indicated, an Iris, Kodak Approval, Matchprint, Spectrum, or 3M Rainbow proof must accompany the disk. Inkjet and bubble jet color printouts are for color placement only as the representations are not true colors (i.e. they cannot be achieved in process printing). *Where GuestBook New York* takes no responsibility for color accuracy when only inkjet/bubble jet printouts are provided. If running a black and white ad, an accurate b/w laser copy must be provided.
- Photoshop files must be provided as layered files.

## GENERAL INFORMATION:

MVP/NY is not responsible for nor guarantees the accuracy or reproduction quality of materials which do not meet these specifications. Changes to supplied material will be made by the publisher only on written instructions from agency or client, and such changes must be received at least 30 days prior to cover date. MVP/NY assumes no responsibility for errors and omissions resulting from changes. MVP/NY endeavors to comply with all advertiser's changes. However, the publication cannot be responsible for additional copy/design changes to client-approved final proofs at the blueline stage.

## AD DIMENSIONS:

**IF ADS DO NOT CONFORM TO THESE DIMENSIONS, THEY WILL BE RESIZED TO FIT OUR TEMPLATE.**



SIZE	DIMENSIONS*
FULL PAGE AND COVERS**	Ad w/ bleed: 10.25" x 10.25" Trim size: 10" x 10" Non-bleed ad: 8.25" x 8.5"
2-PAGE SPREAD	Ad w/ bleed: 20.25" x 10.25" Trim size: 20" x 10" Non-bleed ad: 18.5" x 8.5"

## FOLLOW THESE STEPS TO PREPARE A DIGITAL FILE

1. Collect any fonts used within the ad.
2. Collect all linked or placed files.
3. Make sure that the resolution of placed line art is at 1,200ppi/dpi and photos at 300ppi/dpi.
4. Convert all elements (placed or native) in document to CMYK format
5. Remove all compression and color profiles from placed artwork.

MVP/NY is not responsible for nor guarantees the accuracy or reproduction quality of materials which do not meet these specifications.

## SHIPPING INFORMATION:

**ALL MATERIALS MUST BE RECEIVED ON OR BEFORE ISSUE CLOSING DATE.**

Email ads to:  
**gbads@whereguardbookny.com**

or mail to:  
**MVP/NY Attn: Production Department  
79 Madison Avenue, 8th Floor  
New York, NY 10016**

To send a files over 10 MBs in size, contact  
ray.oconnell@morris.com.

## WEB ADDRESS:

Be sure to include your Web address in your ad creative. Online editions will include your ad exactly as it appears in print, but for us to legally link the ad to your Web site, your Web address must be included in the ad.

## CANCELLATIONS:

Cancellations not received in writing prior to the space reservation date will not be accepted. Advertisers not completing contract schedules are subject to short rate.

\* Bleed safety: Keep all live matter 1/4" from the trim size on all four sides.

\*\* Treat 2-page spread ads as 2 full page ads, and add 1/4" on each side of the center line of spine for safety margin.