

Production Information

FOR WHERE NEW YORK MAGAZINE

MECHANICAL REQUIREMENTS:

- *Where* 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: 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* 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.

SHIPPING INFORMATION:

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

Email ads to:

newyorkads@ftp.wheremagazine.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:

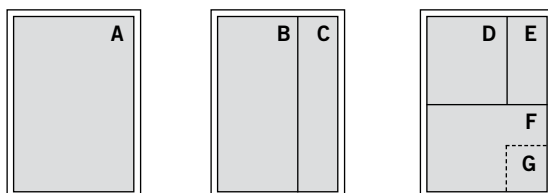
Be sure to include your Web address in your ad creative. Online editions will include your ad exactly as it appears in print, but for us to legally link the ad to your Web site, your Web address must be included in the ad.

CANCELLATIONS:

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

AD DIMENSIONS:

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



* 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.

SIZE	DIMENSIONS*
A. FULL PAGE (NON BLEED)	6.5 X 9"
FULL PAGE (BLEED)	6 3/4 X 9 3/4"
(LIVE AREA)	(6 X 8.5")
B. 2/3 PAGE	3 7/8 X 8 3/16"
C. 1/3 PAGE (VERTICAL)	1 7/8 X 8 3/16"
D. 1/3 PAGE (SQUARE)	3 7/8 X 4"
E. 1/6 PAGE (VERTICAL)	1 7/8 X 4"
F. 1/2 PAGE (HORIZONTAL)	6 X 4"
G. 1/12 PAGE	1 7/8 X 2"

Please do not provide crop or trim marks for fractional ads. Only full page ads.