

**METHOD OF PRINTING:** Web offset

**BLEED:** 1/4" from trim. All elements not intended to print, such as crop marks, color bars and positioning guides, must be located 1/4" outside of trim dimensions.

**SAFETY:** Live area is 1/4" in from the ad trim size.

**FORMATS:** Ads submitted as PDF (prepress high resolution) PDFx1a files are preferred (at 600ppi/dpi); Ads can be submitted as Adobe Creative Suite native files using collect or package to ensure fonts and links are sent with the native files in a complete folder. EPS or TIFF file formats at 600ppi/dpi are acceptable. If using a layout program not listed, please contact our production manager.

**COLOR:** All color ads and artwork must be sent in CMYK format. No Spot, Pantone, RGB or Lab colors.

**FONTS:** Only Adobe Type 1 fonts are acceptable. No True Type fonts can be accepted. If PC or other fonts are used, type must be converted to outlines or embedded into a PDF file.

**SCANS/PLACED ARTWORK:** For best results, digital ads/artwork must be scanned at (not resampled to) a minimum resolution of 300ppi/dpi. Line art at 1,200ppi/dpi. Perform any rotations, flipping, skewing, etc. to artwork before placing into a page layout. Remove any color or Grayscale profiles when saving artwork. Check all traps and bleeds before sending. Convert all halftones to Grayscale. Line art to Bitmap. Files must be saved as EPS or TIFFs (JPEGs, ScitexCTs and others will not output properly with our postscript rip). All artwork must be uncompressed before placing into a page layout program.

**PROOFING:** Advertiser assumes all responsibility for the reproduction quality of all ads produced from digital art if a professional quality proof is not sent to MVP|NY. Matchprint, Kodak approval, 3M Rainbow, Iris, Fuji or Epson proofs are acceptable and must accompany a disk and ALL FULL-PAGE ADS. Final reproduction materials become the exclusive property of MVP|NY.

**INSERTS:** For insert information and specifications, please contact the Production Manager: ray.oconnell@morris.com.

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

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

\* Bleed safety: Keep all live matter 1/4" from the trim size on all four sides.  
\*\* Treat two-page spread ads as two full-page ads, and add 1/4" on each side of the center line of spine for safety margin.

**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 that do not meet these specifications.

**SHIPPING INFORMATION:**

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

Email ads to: [gbads@ftp.wherestguestbookny.com](mailto:gbads@ftp.wherestguestbookny.com) or mail to:




**MVP|NY**  
**Attn: Production Department**  
**79 Madison Avenue, 8th Floor**  
**New York, NY 10016**

To send files more than 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.

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

FULL PAGE	1/2 PAGE	1/3 PAGE
		
<b>1-2 PHOTOS ON LEFT SIDE TO FIT WITHIN</b> 4.25" x 7.85"	<b>1 PHOTO</b> 4.50" x 2.70"	<b>1 PHOTO</b> 3.00" x 2.70"
<b>2 ON RIGHT</b> 1.90" x 1.85"	<b>LOGO</b> 2.50" x 1.00"	<b>LOGO</b> 2.25" x 1.00"
<b>LOGO</b> 2.50" x 1.10"	<b>TEXT</b> 720 CHARACTERS	<b>TEXT</b> 500 CHARACTERS
<b>TEXT</b> 1300 CHARACTERS		