

### Office Building Ad Specs

**Full**

Dimensions

Live Area: 7 1/4" x 10"

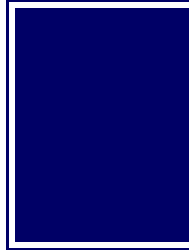
Trim Size: 8 1/8" x 10 7/8"

Bleed: 8 3/8" x 11 1/8"

Price

B&W: \$4,200

4c: \$5,400



**2 Page Spread**

Dimensions

Live Area: 15 3/4" x 10"

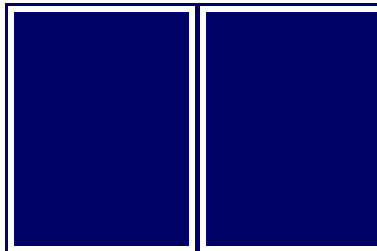
Trim Size: 16 1/4" x 10 7/8"

Bleed: 16 3/4" x 11 1/8"

Price

B&W: \$8,400

4c: \$10,800



**Half Page**

Dimensions

Live Area: 7 1/4" x 4 1/2"

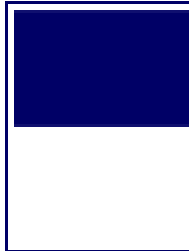
Trim Size: 8 1/8" x 10 7/8"

Bleed: 8 3/8" x 11 1/8"

Price

B&W: \$2,625

4c: \$3,400



**Vertical Half Page**

Dimensions

Live Area: 7 1/4" x 3 1/4"

Trim Size: 8 1/8" x 10 7/8"

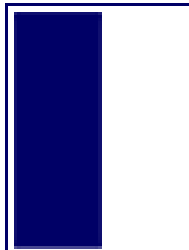
Bleed: 8 3/8" x 11 1/8"

Price

B&W: \$1,150

4c: \$2,200

*\*Available in Manhattan Issues Only*



**Third Page**

Dimensions

Live Area: 7 1/4" x 3 1/4"

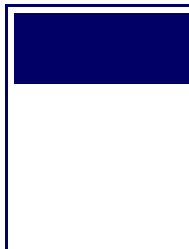
Trim Size: 8 1/8" x 10 7/8"

Bleed: 8 3/8" x 11 1/8"

Price

B&W: \$1,150

4c: \$2,200



## Office Building Digital Requirement

### Media

Ads may be submitted on CD-R, CD-RW, DVD-R or DVD-RW. Submitted media must be clearly labeled with issue date, advertiser name, and contact name and telephone number. Ads may be submitted electronically via FTP. For instructions, please contact our Production Dept. at 212-683-5700, ext. 359.

### Formate

- 1) Hi-res PDF files made only through Acrobat Distiller 4.0 (PDF Version 1.3), no higher.
- 2) Native Quark files version 6.5 or lower.
- 3) Adobe Illustrator EPS files (version 10 or lower).

### Hi-re's PDF distilled files must have

- All fonts embedded.
- The color mode (i.e. CMYK) should only be CMYK or Grayscale. Never RGB or LAB. No embedded color profiles.
- All spot colors must be converted to CMYK.
- OPI Comments must be turned off.
- Resolution must be 300 dpi for all submitted images and files.
- All images have a max density of 280%.

### Native Quark files must have

- All supporting fonts included.
- All illustrations and scans. The color mode must be either CMYK or grayscale, never RGB or LAB. No embedded color profiles.
- All spot colors (or PMS) must be converted to CMYK.
- Resolution: 300 dpi for all submitted images and files.
- All images must have a max density of 280%.

### Adobe Illustrator files must have

- Illustrator files should have all fonts converted to outline.
- The color mode should only be CMYK or Grayscale.
- All spot colors (or PMS) must be converted to CMYK.
- Resolution: 300 dpi for all submitted images and files.
- All images must have a max density of 280%.

*A proof should accompany each submitted ad and should be labeled with the publication, issue and advertiser name.*