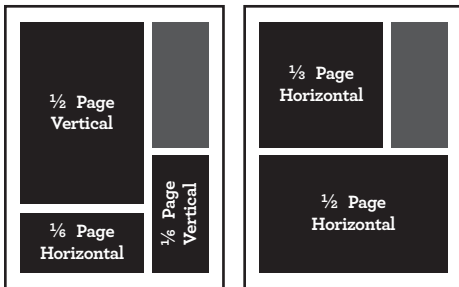
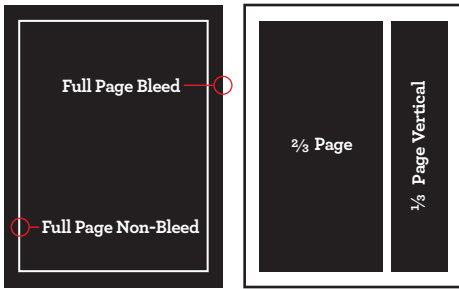


AD SPECIFICATIONS

Available Sizes



FULL PAGE

Full page Non-bleed **W7" x H9.5"**
Full page Bleed Size **W8.25" x H10.75"**
 Trim Size..... W8" x H10.5"
 Live Area W7.25" x H9.75"
 Bleed ads allow .125" bleed on all sides. Keep live matter .375" from trim edges. Full page, non-bleed ads will have a 1/2" white border when trimmed.

SPREAD

Two Page Bleed Size..... **W16.25" x H10.75"**
 Trim Size..... W16" x H10.5"
 Live Area (Each Page)..... W7.25" x H9.75"
 For 2-page spread, bleed ads, keep live matter .375" from all trim edges and from gutter.

FRACTIONAL

2/3 page W4.5" x H9.5"
 1/2 page vertical..... W4.5" x H7"
 1/2 horizontal..... W6.875" x H4.625"
 1/3 vertical..... W2.125" x H9.5"
 1/3 horizontal..... W4.5" x H4.625"
 1/6 vertical..... W2.125" x H4.625"
 1/6 horizontal..... W4.5" x H2.25"
 Fractional bleed specs for 2/3, 1/2 horizontals and 1/3 verticals available upon request.



Questions?

Contact **Rachel Drezner** in the Client Services department at rdrezner@phillymag.com or **215-979-6557**.

Ad Preparation

Mac format preferred, hi-res Adobe Acrobat PDF (recommended)

PDF SETTINGS

Hi-res PDF for press: PDF/X-1a:2001 (recommended) or Press Quality
 All fonts embedded

IMAGE SETTINGS

Color images: 300 DPI
 Monochrome images (Graphic & Art Settings): 1200 DPI

Photoshop PDFs and PDFs created by Adobe PDF Writer are NOT recommended

InDesign, Photoshop (saved as a TIFF or EPS file) or Illustrator (saved as an EPS file) are also accepted. Convert all fonts used in art files to outlines. Native files may be sent with all screen and printer fonts and all art files used in the ad. Files created in Microsoft Paint, Word or PowerPoint are not accepted.

IMAGES

All hi-resolution images must be a minimum of 300 DPI at 100% of final print size. Do not upsample the resolution of your image by manually changing the DPI in Photoshop. This can cause a pixilated, blurry or low-quality image.

DO NOT USE SPOT COLORS

4-color scans must be saved as CMYK, not RGB

PRINT SPECS

17-20% dot gain. Heat-set web offset. Perfect bound. Jogs to foot.

PREP SPECS

Screened tone values over 85% may print solid. Screen tone values under 3% may not print. Total density in any one area must not exceed 280%. Publisher can not guarantee legibility of 4-color knock-out type below 7 points. Offset reproduction may not match computer generated color proofs.

Philadelphia Design Services

If you do not have creative for your advertisement, *Philadelphia* magazine can provide design services at an additional cost. For more information and rates, contact your sales representative.

Ad Submission

Your account manager will send you a personalized link to upload your ad. Please do not email your ad.

- Use advertiser's name as the file name.
- Zip your file before uploading and remove all special characters and extra periods from the file name.
- If you are sending native files, please package all fonts and images before zipping your files.

PROOFS

Send a proof of the final ad printed at 100%. Digital proofs are acceptable for color, provided they have been calibrated to SWOP standards.

Proofs may be mailed to...

Metrocorp Media Production ATTN: Joshua Neal
 170 S Independence Mall W, Suite 200 East
 Philadelphia, PA 19106