

# 2008 REVISED FRACTIONAL BLEED AD SPECS

## THE Atlantic

### AD SIZES

#### BLEED AREA FOR BLEED ADS 1/8" out from trim

2/3 vertical	5 <sup>1/4</sup> " x 10 <sup>3/4</sup> "
1/3 vertical	2 <sup>7/8</sup> " x 10 <sup>3/4</sup> "
1/2 page horizontal	8 <sup>1/8</sup> " x 5 <sup>3/8</sup> "
1/2 page horizontal spread	16" x 5 <sup>3/8</sup> "

#### LIVE AREA FOR BLEED ADS

5/16" from trim (7/16" from bleed edge)

2/3 vertical	4 <sup>3/4</sup> " x 9 <sup>7/8</sup> "
1/3 vertical	2 <sup>1/8</sup> " x 9 <sup>7/8</sup> "
1/2 page horizontal (from top of ad)	7 <sup>1/4</sup> " x 4 <sup>15/16</sup> "
1/2 page horizontal spread gutter safety	1/4"

#### TRIM SIZE

Full Page	7 <sup>7/8</sup> " x 10 <sup>1/2</sup> "
1/3 vertical	2 <sup>5/8</sup> " x 10 <sup>1/2</sup> "

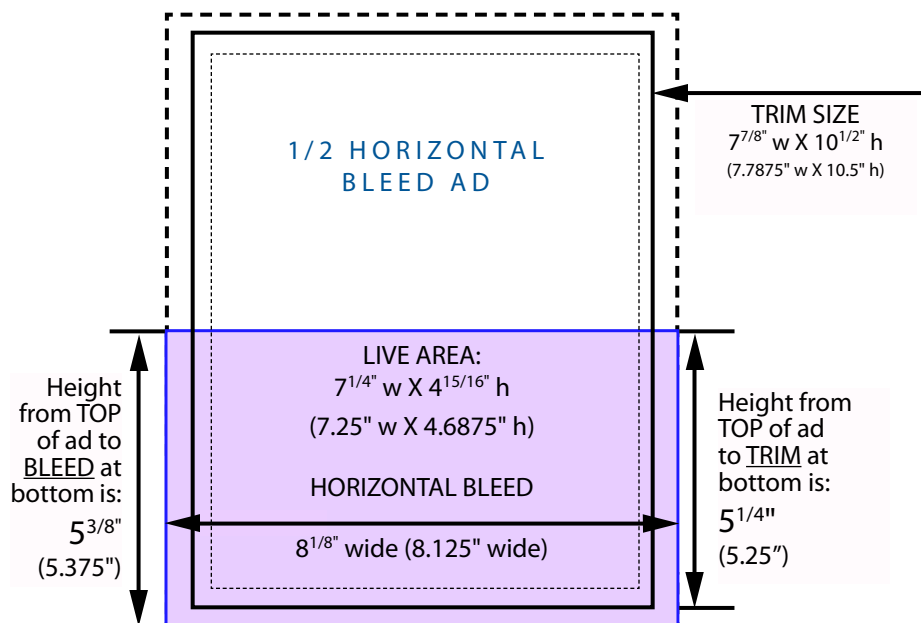
Please note that bleed has been added to both sides of the ad in order to allow for left- or right-handed ad placement. Live area is centered within the trim space.

### SHIPPING INFORMATION

#### SEND ALL FRACTIONAL ADS TO

The Atlantic Monthly Magazine  
 Attn: Jennifer Farmer, Production Manager  
 600 New Hampshire Ave., NW  
 Washington, DC 20037  
 phone: (202) 266-6000 | fax: (202) 266-7073  
[atlantic\\_production@theatlantic.com](mailto:atlantic_production@theatlantic.com)

The Atlantic will send a confirmation when materials are received via e-mail.



### SPECS

- All graphics must be at least 300 dpi.
- We print at 133 line screen.
- CMYK colors only (unless a 5<sup>th</sup> color has been sold). We will convert incorrectly supplied files, resulting in a possible change in appearance in printing.
- Total combined density of color (C+M+Y+K%) should not exceed 280%

Fractional and Full Page & Spread File Specifications and a production schedule can be found at [www.theatlantic.com/adspecs](http://www.theatlantic.com/adspecs)

### QUESTIONS

Please call Jennifer Farmer, Production Manager, at (202) 266-6000 or email her at [atlantic\\_production@theatlantic.com](mailto:atlantic_production@theatlantic.com) if you have any questions.

### 1/3 VERT. BLEED AD

