

# 2008 REVISED FRACTIONAL AD SPECS

## THE Atlantic

FRACTIONAL NON-BLEED AD SIZES	(W X H)
2/3 vertical	4 <sup>5/8</sup> " x 9 <sup>1/2</sup> "
1/3 vertical	2 <sup>1/4</sup> " x 9 <sup>1/2</sup> "
1/3 square	4 <sup>5/8</sup> " x 4 <sup>5/8</sup> "
1/2 page horizontal (standard)	6 <sup>3/4</sup> " x 4 <sup>5/8</sup> "
1/2 spread horizontal	14 <sup>5/8</sup> " x 4 <sup>5/8</sup> "
1/2 page digest	call for size
1/6 page vert. (standard)	2 <sup>1/4</sup> " x 4 <sup>5/8</sup> "
1/6 page horizontal	call for size
1/12	2 <sup>1/4</sup> " x 2 <sup>1/4</sup> "
1 inch	2 <sup>1/4</sup> " x 1"

FRACTIONAL BLEED AD SIZES	
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" 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	
Trim Size	7 <sup>7/8</sup> " x 10 <sup>1/2</sup> "

If needed, please contact Production for a PDF for visual layout guidance for bleed ads.

## 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 printing.
- Total combined density of color (C+M+Y+K%) should not exceed 280%

## FILE FORMATS

### WE PREFER

- PDF x-1a files
- Macintosh InDesign or Quark XPress files with all fonts and art collected.

### WE ACCEPT

- Regular PDF files only if the original application files, graphics and fonts are included as backup.
- Illustrator EPS files with fonts converted to outlines only if the original application files, graphics and fonts are included as backup.
- All EPS files created with text should originate in Adobe Illustrator in order to prevent pixellated type.

### WE DO NOT ACCEPT

- TIFF-IT files
- CT/LW files
- Photoshop EPSes are not recommended because fonts will be pixellated.
- Pagemaker files
- PC files

Please call Jennifer Farmer, Production Manager, at (202) 266-6000 if you have any questions.

## 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.

### COLLECTED FILE MUST INCLUDE

- All images
- All fonts including any fonts used in EPSes and TIFFs. (Both screen and printer fonts are required.) This is not necessary if you have converted all fonts to outlines (a.k.a. curves) in Illustrator.
- A note detailing what program, version, and platform were used to create your ad (e.g.: Quark 6.0).
- A name, phone number and e-mail for a contact person in the event of problems with the file.

### SENDING FILES

- Send CD and proof via FedEx, UPS, or other trackable shipping service. Please include your business card in case of problems.
- E-mail stuffed files, subject: "ad name" to [atlantic\\_production@theatlantic.com](mailto:atlantic_production@theatlantic.com)  
You will get an e-mail reply to let you know we received the file. Please call if you do not get an e-mail receipt within 24 hours.
- Call or email for FTP instructions.
- A color proof must be sent with all materials.

### COLOR PROOF

- An accurate color proof at 100% created by the final version of the submitted file.
- Acceptable color proofs: Kodak Approval, Iris, or any other SWOP-approved proof.
- We cannot guarantee color reproduction for any ad submitted without a SWOP-approved proof. Please call if you have any questions.
- Sending a color laser or e-mailing a PDF is better than no proof at all.

## 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.

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