

METROPOLIS | Specs



METROPOLIS

Specifications

PAPER

Text: 60# Matte.
Cover: 80# Cover.

PRINTING METHOD

CTP, web offset, SWOP standards.
Line screen: 175.
Maximum ink density: 280 dpi
Image resolution: 300 dpi

COLORS

4-color process (CMYK). For precisely matched inks, metallic or fifth color, an additional \$750 charge will apply. For solid blacks, the following Rich Black combination is recommended: 100K; 80C; 60M; 50Y.

BLEED

See Print Ad Specifications page for available sizes.

Bleed area must extend at least 0.125" beyond trim on each side. Fractional bleed ads should be supplied with left- and right-hand page versions.

For bleed ads, the finished PDF must be prepared to the bleed size, with crop marks indicating the trim area.

Keep live elements 0.375" from trim on all sides. For spread ads, keep live elements 0.375" from each side of gutter.

FILE FORMATS

High-resolution (+300dpi) press-ready PDF with high-resolution graphics and fonts embedded are strongly preferred. InDesign or Illustrator are also acceptable provided all images (+300dpi) and fonts are packaged within the document.

Quark 7, JPEG or nested EPS files are NOT acceptable.

FILE PREPARATION

All files must be set up as right-reading single pages, sized 100% and in portrait mode; no rotations. All files must be in CMYK mode, any spot and RGB colors must be converted to CMYK. PMS matched colors will be converted to process colors unless fifth color is requested, additional arrangements and costs will apply for matched ink. Metropolis is NOT responsible for color accuracy in ads that have been converted from spot or RGB colors.

For reverse, fine, or small type, use only one (1) color. Metropolis is not responsible for legibility of type smaller than 10pt (12pt serif) in more than one process color. Use only Type 1 or OpenType fonts. All fonts must be provided.

Incorrectly sized ads may have borders added

PROOFS

Contract-level proofs, calibrated to SWOP specifications and output at 100% with color bars from the supplied digital file, are recommended for all full page and spread ads, as a guide to accurate color reproduction on press. Laser and ink-jet printouts are not adequate for color.

PROOFS MAY BE SENT TO:

Metropolis Magazine
3651 NW 8th Avenue
Boca Raton, FL 33431
Attn: Advertising Production

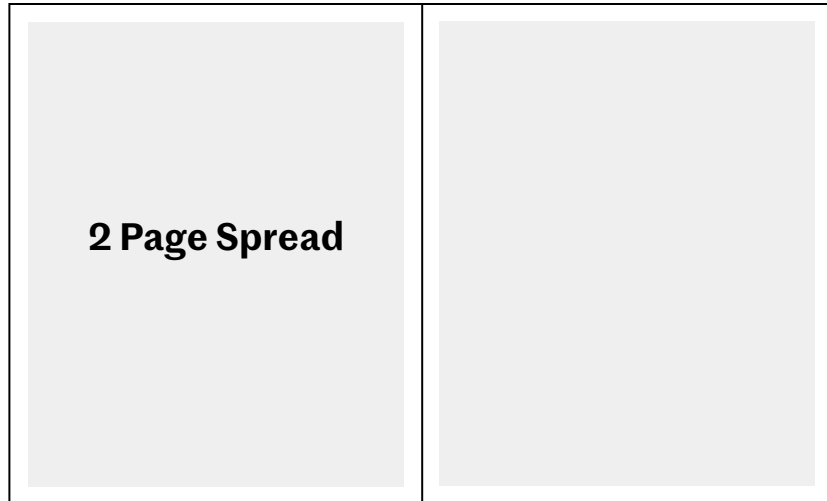
Upload your creative to
www.adshuttle.com/sandow

If you have any questions, email
printops@sandowdesign.com

Creative materials are due five (5) business days before the campaign start date.

METROPOLIS

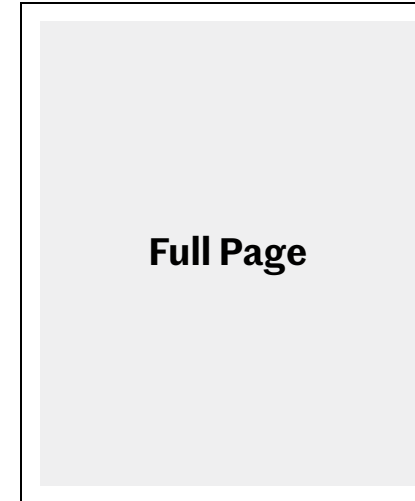
Print Ad Specs



Bleed 4 Sides
18.25"w X 11"h

Trim Dimensions
18"w X 10.75"h

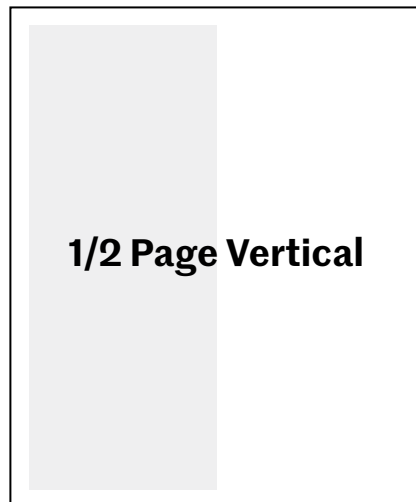
Non-Bleed Dimensions
17.25"w X 9.875"h



Bleed 4 Sides
9.25"w X 11"h

Trim Dimensions
9"w X 10.75"h

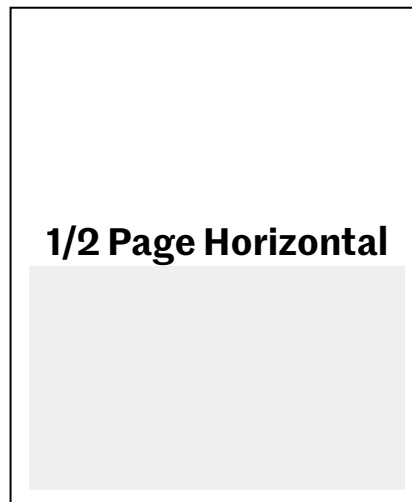
Non-Bleed Dimensions
8"w X 9.875"h



Bleed**
4.5"w X 11"h

Trim Dimensions
4.375"w X 10.75"h

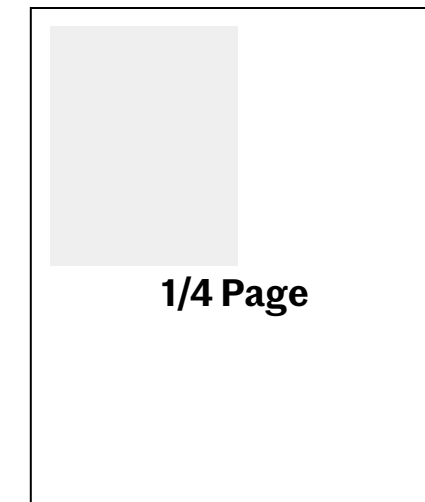
Non-Bleed Dimensions
3.875"w X 9.875"h



Bleed***
9.25"w X 5.375"h

Trim Dimensions
9"w X 5.25"h

Non-Bleed Dimensions
8"w X 4.75"h



Non-Bleed Only
3.875"w X 4.875"h