

Specifications and Submission GUIDELINES

New Hampshire Magazine is a Macintosh Design Shop. Acceptable file formats include high-resolution PDF, Quark Xpress 6.5 or lower, Adobe Illustrator CS3 or lower, Adobe Photoshop CS3 or lower. Advertising materials may be mailed to the address at the bottom of this page, or emailed to jhall@nhbr.com with a maximum file size of 10MB. For files larger than 10MB, please contact the Production Department at 603-624-1442 x.122 or jhall@nhbr.com for our ftp site information.

New Hampshire Magazine is printed with a target resolution of 350 dpi, so all graphics provided for inclusion in the magazine should be set for 175 line screen. All advertisements should be produced to the actual trim size of the publication. If your ad bleeds, please extend the bleed by 9 points (.125" or 1/8") on each of its four sides.

PRINTING

Press: web offset
 Stock: 45lb coated text (Stock may vary for special issues)
 Trim size: 8 1/8" x 10 7/8"
 Live area: 7" x 10"
 Inks: CMYK.
 Binding: Perfect Bound

ELECTRONIC REQUIREMENTS

QUARK DOCUMENTS:

Make sure to send all documents needed to print out your ad which includes the original Quark file and all of the linked files that make up the document. "Collect for Output" from within Quark will include all of the other necessary files, including any EPS, TIFF or other art files plus all fonts (both screen and printer fonts).

Please also provide a list of all file names used, hard copy proof sized at 100% which matches file exactly (for B/W files) or iris proof/matchprint (for color files). For full page ads, set document size to 8.125" x 10.875", using 7" x 10" as live area, and adding 0.125" bleed to all sides if necessary.

PDF (PORTABLE DOCUMENT FORMAT):

Using Adobe PS Driver and Adobe Acrobat Distiller**, create a PDF file of your ad with all fonts and graphics embedded within the PDF, colors defined as CMYK and generated at 350 dpi resolution. PDF files exported directly from Quark are also accepted. PDF files created from InDesign or Illustrator must be saved as PDFx1a format.

**Customized Distiller settings files can be found on our printer's Web site at: <http://www.cummingsprinting.com/resources.html#tools>

MECHANICAL REQUIREMENTS

Black & White or 2-Color advertisements should be provided at 175 line screen (350 dpi) with 2 copies of Velox, tearsheet, or laser print proofs.

4-color advertisements should be provided at 175 line screen (350 dpi) with 2 copies of Chromalin, matchprint, or laser print proofs with registration marks on outside edge for each color.

AD DESIGN AND LAYOUT

Creative design services are available for all regularly scheduled advertisements in New Hampshire Magazine. Additional services may be available with rates varying based on individual requirements. Your sales executive may provide a quote on these supplemental services.

DEADLINES

All advertising space must be reserved according to published deadlines. Submission of copy and artwork or camera-ready materials is the responsibility of the advertiser. No proofs may be furnished for materials received after deadline. Any proof changes, except corrections of publisher's error, may be charged at design service rates.

PRINT AD SIZESW" X H"

2 Pg. Spread (Bleed)	16.5"	x	11.125"
trimmed to	16.25"	x	10.875"
Full Page (Bleed)	8.375"	x	11.125"
trimmed to	8.125"	x	10.875"
Full Page (Live Area)...	7"	x	10"
2/3 Page (Vertical)	4.625"	x	10"
Junior Page (Vertical)	4.625"	x	7.375"
1/2 Page (Horizontal) ..	7.00"	x	4.875"
1/3 Page (Vertical)	2.25"	x	10"
1/3 Page (Block)	4.625"	x	4.875"
1/6 Page (Vertical)	2.25"	x	4.875"
1/6 Page (Horizontal)	4.625"	x	2.375"
1/12 Page (NHCuisine)	2.25"	x	2.3"

Ads may be e-mailed to jhall@nhbr.com
 Questions should be directed to the Production
 Department at 603.624.1442 extension 122 or
jhall@nhbr.com

New Hampshire
 magazine

