



# 2008 Mechanical Requirements

## Receiving Materials

We must receive advertising materials no later than 4pm on the Thursday prior to publication date.

If you require our assistance in building an ad, elements and copy should arrive no later than 4pm on the Wednesday prior to publication date.

## Display Advertising Sizes and Dimensions

Bleed ads	width	x	height (inches)
Page trim size	8	x	10.5
Page bleed size	8.75	x	11.25
Spread trim size	16	x	10.5
Spread bleed size	16.75	x	11.25

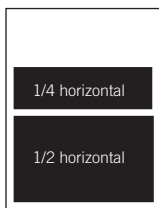
Live matter must be at least 1/4" in from trim.

Bleed must extend 3/8" beyond trim at each edge and gutter.

If you are scheduling a center spread, please contact us in order to provide adjustments for center creep.

Non-bleed ads	width	x	height (inches)
Spread	15	x	9.5
Full page	7.125	x	9.5
1/2 horizontal	7.125	x	4.6875
1/2 vertical	3.5	x	9.5
1/2 horizontal spread	15	x	4.6875
1/4 square	3.5	x	4.6875
1/4 horizontal	7.125	x	2.2812
1/4 vertical	1.6875	x	9.5
1/8 horizontal	3.5	x	2.2812
1/8 vertical	1.6875	x	4.6875
1/16 page	1.6875	x	2.2812

## Fractional ads on page:



Ad sizes are identical for *Time Out New York*, *Time Out New York Kids* and *Time Out Chicago*. Format requirements for *Time Out Chicago* may vary.



## Applications and Formats

**Time Out New York requires all ad materials to be provided in PDF format.**

Rather than creating a generic PDF directly from your layout program, please be sure to prepare a distilled, post-script PDF. If you do not have the resources to supply to industry-standard settings, please visit [www.timeoutnyads.com](http://www.timeoutnyads.com) > **Ad File Preparation** for our specific printer settings. All crop marks and text should be located outside the live portion of the PDF.

PDF should originate from: InDesign CS, QuarkXpress 6.1, Adobe Photoshop CS, Adobe Illustrator CS. Macintosh OSX platform. Native PC files are not accepted.

## Disk Submission

In 2008, all ads must be sent to our website [www.timeoutnyads.com](http://www.timeoutnyads.com). NO FTP OR EMAIL FILES WILL BE ACCEPTED AT THIS TIME.

**Route for ad registration:** [www.timeoutnyads.com](http://www.timeoutnyads.com)>Membership (under My Account) > Go (Register for your Free Membership) > Enter name, email, phone, member name/password (for recall purposes, consider assigning the same for both) > Submit > At Success! page > Welcome page

**Route for ad submission:** Display Ad (under File Delivery) > enter member name/password and Sign In > enter ad title, size, publication/product (required) > choose file > acknowledge deadline terms box > Complete Submission.

## Proofs

Although you are sending a digital file via the web we still request that a SWOP approved proofing solution (with SWOP approved color bar) be sent to our office to accompany the digital file at press. No corrections should be noted on the proofs.

If you do not supply an appropriate color proof, you waive your right to question color reproduction. Proofs should be printed at 100% and should include all marks (trim, bleed, live) outside printable image area.

## Line Screen

Cover – 150 lpi Interior – 133 lpi

## Ad Design

TONY will provide limited design assistance free of charge. Production work on print-ready ads may result in a 15% surcharge. TONY IS NOT LIABLE FOR ANY ADS NOT APPROVED BY AN ADVERTISER BY 2PM THE FRIDAY PRIOR TO ISSUE DATE.

## Pick-up Ads

TONY has a six month maximum pick-up policy from archives.

## Materials to:

**Ad Production Department 475 Tenth Ave, 12 Fl New York, NY 10018**  
**Tom Oesau, Assoc Prod Director, Advertising** 646.432.3103  
**Amanda Walters, Ad Production Coordinator** 646.432.3102  
 Advertising Sales Inquiries to:  
 Jamie Mandel, Sales Coordinator 646.432.3019

# 2008 Mechanical Requirements (continued)

## Native file practices to create a sound PDF:

### QuarkXPress

When creating a PDF from QuarkXpress, load all POSTSCRIPT fonts, including all screen and printer fonts. Each font family should be organized in its own suitcase. All images should be included in TIF or EPS format. Do not enlarge or reduce images in QuarkXpress more than 25%, as this negatively affects resolution. All non-standard extensions should be included if required. DO NOT use jpeg images or True-Type fonts. Do not artificially bold, italicize or otherwise alter a font using the font toolbar (these variations must be selected as a specific font). Do not save your file as a Quark EPS. Quark EPS format cannot stand alone.

### Adobe Photoshop

Image resolution should be 300ppi (minimum 260ppi is acceptable). If using images in InDesign or QuarkXPress, please size Photoshop images to 100% of their size placed in Quark. This will keep your file size low and efficient. Clipping paths should be saved as EPS.

### Adobe Illustrator

Illustrator files should have an 8-bit preview, with a document output resolution of at least 1200 ppi. Avoid using colors from the custom color list unless you intend to print Pantone (PMS) colors at an additional cost.

### Color and Images

Color ads must be created in CMYK color mode. RGB is not a printable color mode. If creating a custom CMYK process color, you must check the "Process Separations" box under the "Edit Colors" dialogue box, otherwise the color will be output as a separate plate even if the color is defined as CMYK. If you plan on using a rich black in your color ad, we recommend 60C 30M 10Y 100K. Pantone (PMS) colors are treated as a fifth color and are only accepted at an additional charge (see sales representative for rates). PLEASE DO NOT EMBED ICC PROFILES IN YOUR FILES.

Black and white ads should be bitmap or grayscale, not CMYK. For grayscale images, the shadow density should be no darker than 90% and highlights should be no lighter than 3%. Bitmap images must have a minimum resolution of 1000 ppi.

Any Photoshop or Illustrator images must be supplied in TIF or EPS format only. Please check that your vector and raster settings are at 100 in your preferences for Illustrator. Flatten all Photoshop files. When saving your Photoshop files, do not use JPG-encoding files. They should be saved as Binary Encoded.

### Trapping

All text placed over dark backgrounds must be set to "knock-out". Advertisers are responsible for setting all trapping values in their files.

### Alternatives to PDF:

If fonts give you problems, try creating your file as a Photoshop TIF at 300ppi (with items flattened). Otherwise, many find success saving their files as an Illustrator/InDesign EPS with items embedded and fonts "outlined".

TIFF\_IT and DCS2 are acceptable. Please use the specifications below:

Resolutions: TIFF\_I-P1 format: CT file: 200 – 400ppi (SWOP, CMYK); LW and HC files: 2400ppi. Total density should not exceed 280%.

Printing Process  
Binding Method  
Inserts

Web Offset  
Saddle Stitched

Samples required for pricing and acceptability. Please contact us for scheduling.