

ADVERTISING GUIDELINES 2008

WESTCHESTER MAGAZINE works on a Macintosh® platform and can accept the following file types. If ads are supplied in other formats additional charges may be incurred. Publisher cannot guarantee legibility of 4-color reverse type below 10 point and black & white reverse type below 6 point. Please call the Production Department if you have any technical questions: (914) 345-0601, ext. 125.

FILE TYPES ACCEPTED:

Preferred files:

- PDF/x1a

Other accepted file formats:

- InDesign
- Adobe Photoshop (saved as a TIFF)
- Adobe Illustrator

IF YOU ARE SUPPLYING NATIVE FILES PLEASE INCLUDE:

GRAPHIC FILES:

All color graphic files must be supplied in CMYK (not RGB), with a resolution of 266 dpi or higher. The file name must be the same as referenced in the InDesign or PDF /x1a document. If Illustrator or EPS files are supplied that include type, make sure it is converted to outlines, and include the fonts.

FONTS:

Include all fonts for text and graphic files used in ad. You must include both the screen and printer fonts. We support Open Type fonts, Adobe Type 1 fonts and True Type fonts.

SUPPLIED PROOF:

Enclose a SWOP certified color proof that represents the ad as it should print.

NOTE: If you provide an image on disk for ads we create, you must include a color proof of the image. **We are not responsible for the color reproduction of ads if SWOP certified color proofs are not provided.** If the advertiser wants the image to be color corrected, it must be requested. For more information on SWOP standards, see their web site at: www.swop.org

ACCEPTABLE FORMS OF MEDIA:

We accept the following forms of media for file submission:

- CD-ROM Disks or DVD

DISKS:

Supplied disks must be accompanied by a laser proof printed at 100% and must include full program identification, all related screen and printer fonts, documents, and encapsulated files. A publication grade press quality digital proof must be supplied with all 4-color files.

Disks must only include advertisement related materials. Advertiser should be sure they have a duplicate copy of all electronic materials.

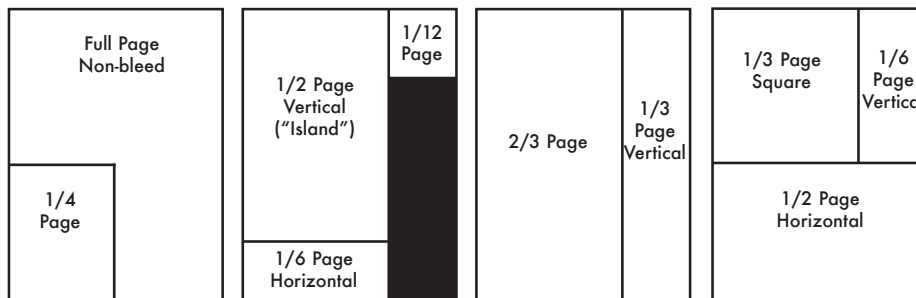
HANDLING & DISPOSITION OF ADVERTISING MATERIALS:

All advertising materials should be shipped securely packed and identified as to: publication, month(s) of insertion, advertiser and agency of record and special instructions, if any. Materials received for insertion will not be released until after publication of issue. Requests for return of material must be done in writing.

DISPLAY SPACE ADVERTISING DIMENSIONS

2 Page Spread	15"	x	10"
Trim Size	8 3/16" (8.187")	x	10 7/8" (10.875")
Bleed Size	8 7/16" (8.437")	x	11 1/8" (11.125")
Image Area (Full)	7"	x	10"
2/3 Vertical	4 5/8" (4.625")	x	10"
1/2 Island	4 5/8" (4.625")	x	7 3/8" (7.375")
1/2 Horizontal	7"	x	4 7/8" (4.875")
1/3 Square	4 5/8" (4.625")	x	4 7/8" (4.875")
1/3 Vertical	2 1/4" (2.25")	x	10"
1/4 Vertical	3 1/2" (3.5")	x	4 7/8" (4.875")
1/6 Horizontal	4 5/8" (4.625")	x	2 1/4" (2.25")
1/6 Vertical	2 1/4" (2.25")	x	4 7/8" (4.875")
1/12	2 1/4" (2.25")	x	2 1/4" (2.25")

Keep live matter 3/8" from trim edge on top, sides and bottom.
Keep all printers marks outside of bleed area.



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e-mail: production@westchestermagazine.com

For advertising information call 914.345.0601x139 or sales@westchestermagazine.com WESTCHESTER MAGAZINE
100 Clearbrook Road, Elmsford, NY 10523 Fax 914.345.8120 www.westchestermagazine.com bringing you the best every month