

## ELECTRONIC MATERIAL REQUIREMENTS

Email/Upload Material Requirements:

**Boston magazine requires digital files in the following formats:**

**PDF/X1a format is the preferred file format for file submission.**

- All high-resolution images and fonts must be included when the PDF/X file is saved
- Images must be CMYK or grayscale only
- Do not embed ICC Profiles within images
- Images must be SWOP (CMYK or Grayscale) TIFF or EPS between 200 and 400 dpi
- Right reading, portrait mode, 100% size
- Standard trim, bleed and center marks in all separations, 1/2" outside trim (No marks included in the "live" image area)

**TO UPLOAD YOUR AD PLEASE GO TO:**

[http://www.bostonmagazine.com/ad\\_upload/index.html](http://www.bostonmagazine.com/ad_upload/index.html)

Use the "browse" button to upload the file and select "submit" to send it in.

**NOTE:** Creating PDF files using Adobe PDF Writer is NOT currently recommended.

### PDF Resources:

[http://www.pdf-x.com/ddap\\_pdfx\\_parameters\\_resources.php](http://www.pdf-x.com/ddap_pdfx_parameters_resources.php)

<http://www.ddap.org/>

Please compress files prior to emailing or uploading.

We recommend using StuffIT or winZip which are available along with popular FTP clients at <http://www.download.com> and <http://www.versiontracker.com>.

**NOTE: WHEN EMAILING OR UPLOADING TO THE website WE REQUIRE THAT A PDF VERSION OF THE AD BE SENT TO YOUR ADVERTISING ASSISTANT, SEPARATE FROM THE STUFFED OR ZIPPED FILE.**

Please contact your Advertising Assistant at 617.262.9700 with any questions.

## PRODUCTION/SALES DEADLINES

ISSUE	SPACE CLOSE AND ROUGH MATERIALS DUE	CAMERA READY MATERIALS DUE	ON SALE
JANUARY	NOVEMBER 23	DECEMBER 2	DECEMBER 27
FEBRUARY	DECEMBER 23	JANUARY 6	JANUARY 31
MARCH	JANUARY 27	FEBRUARY 3	FEBRUARY 28
APRIL	FEBRUARY 24	MARCH 2	MARCH 27
MAY	MARCH 30	APRIL 6	MAY 1
JUNE	APRIL 27	MAY 4	MAY 29
JULY	MAY 25	JUNE 1	JUNE 26
AUGUST	JUNE 29	JULY 6	JULY 31
SEPTEMBER	JULY 27	AUGUST 3	AUGUST 28
OCTOBER	AUGUST 24	AUGUST 31	SEPTEMBER 25
NOVEMBER	SEPTEMBER 28	OCTOBER 5	OCTOBER 30
DECEMBER	OCTOBER 26	NOVEMBER 2	NOVEMBER 27
JANUARY	NOVEMBER 21	NOVEMBER 30	DECEMBER 26

Materials received after the deadline are subject to a \$100 late fee.

# Boston

BOSTON HOME ■ BOSTON WEDDINGS ■ NEW ENGLAND TRAVEL ■ BOSTONMAGAZINE.COM  
300 MASSACHUSETTS AVENUE BOSTON MA 02115 617.262.9700

MEDIA KIT ■ 2012

**PRODUCTIONS  
SPECIFICATIONS**

# Boston

# DIGITAL AD SPECIFICATIONS

## MACINTOSH FORMAT

### Preferred file:

- PDF/X1a

### Other accepted file formats:

- InDesign
- Photoshop (saved as a TIFF or EPS file)
- Adobe Illustrator (with type converted to paths and saved as an EPS file)

## FONTS

Use only Postscript fonts. TrueType fonts are not acceptable. Please include both the screen and printer fonts on your disk. Boston magazine will substitute Macintosh fonts for PC fonts in some cases. Please include the names of your PC fonts on the hard copy printout.

## SCANS

**Black & White:** Hi-resolution black & white photographs or artwork should be scanned at 300 dpi in grayscale at 100% of final print size. Screened tone values which exceed 85% will print as a solid. Any dot under 3% may drop to white.

**4-Color:** Scan is to be saved as CMYK, not RGB. Hi-resolution 4-color images imported directly into the document are preferred. In the event that you are only able to supply a linked "position only" scan, additional charges will be incurred to scan your image and place it in your layout. Please be sure to supply the original photo or artwork if we are to make hi-resolution scans.

- Optimum resolution is 300 dpi at 100% of final print size.

## COLORS

All color appearing in your ad must be built from process colors (CMYK). Spot color ads, two and three color ads should be built from CMYK. If it is not possible to build your ad from process colors, call your advertising sales representative to discuss PMS ink charges.

## COMPATIBLE MEDIA

- CD ROM
- DVD

### WHAT TO SUPPLY ON DISK

In order to assure that your files are properly output, the following must be included:

- The ad file.
- Screen and printer fonts used in the ad (postscript only).  
Please note: fonts need to be included even if the ad is saved as an EPS file. Look closely for any EPS files embedded within the ad (e.g. a logo) which may use fonts and be sure to include them as well.

- All art files used in the ad.
- Laser printout at 100%.  
Please note: if it is not possible to print lasers at 100% you must indicate the percentage at which the ad is printed.
- For 4-color ads please supply a publication grade press quality digital proof.
- A printout of the disk's contents.

## MISCELLANEOUS

- If at all possible, do not use compression software on your files.
- If files are supplied as one composite EPS or Postscript file, please supply the component/application files separately as well, in the event that the files do not image properly.
- Do not submit color files for black & white ads.
- Use a disinfectant software before sending your disk.
- **Any intervention by Boston magazine or its pre-press house will result in production charges to the advertiser.**

# MATERIAL REQUIREMENTS

## MATERIAL REQUIREMENTS

**General Guidelines:** Any and all supplied materials are presumed to be correct and in accordance with SWOP and stated requirements. Any and all requested changes or alterations to materials supplied to Boston magazine by an advertiser must be in writing and done so in accordance with the materials closing dates. Any and all materials received or altered after the appropriate materials closing date will be subject to late handling charges. Publisher will not be held liable for printing complications which may arise due to receipt of non-conforming materials. Publisher cannot guarantee legibility of 4-color reverse type below 10 point and black & white reverse type below 6 point.

**Additional Charges:** Proof changes and disk intervention on supplied disks will be charged to the advertiser, except for corrections of publisher's errors. Ads submitted after the deadline will incur a \$100 late fee. For a complete list of additional charges please see production charges section (lower right page).

**Printing Specifications:** 20-22% dot gain in midtone values. Heat-set web offset. Perfect binding. Jogs to head.

**Prep Specifications:** 133 line screen. For black & white advertisements, halftone density should be 80%, not to exceed 85% in the darkest or shadow areas. In the lightest or highlight areas, halftone density should be a minimum of 5% and a maximum of 7%. For 4-color advertisements, maximum density in any one area of all colors is not to exceed 280%. For advertising materials supplied with request for use of Pantone Matching System inks, publisher reserves the right to convert to process match colors, as needed. Requests for use of sheen metallic or fluorescent inks are subject to approval by the publisher. Offset reproduction may not match computer generated color proofs.

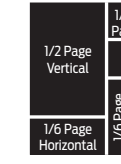
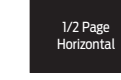
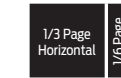
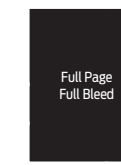
**Disks:** Supplied disks must be accompanied by a laser proof printed at 100% and must include full program identification, all related screen and printer fonts, documents, and encapsulated files. A publication grade press quality digital proof should be supplied with all 4-color files. Disks must only include advertisement related materials. Advertiser should be sure they have a duplicate copy of all electronic materials. Publisher is not responsible for any non-pertinent information on disks supplied.

**Proofs:** Digital proofs are acceptable for color, provided they have been calibrated to SWOP standards. For more information on SWOP standards, see their website at: [www.swop.org](http://www.swop.org).

## HANDLING & DISPOSITION OF ADVERTISING MATERIALS

All advertising materials should be shipped securely packed and identified as to 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 materials must be done in writing. Please allow 48 hours for processing. All materials will otherwise be kept on hand by publisher for one full year following original date of insertion. All materials are destroyed one year after last insertion.

# AD SIZES



Unit Size (Non-Bleed):	Width	Height
Full Page:	7"	9-1/2"
2/3 Page (vertical):	4-1/2"	9-1/2"
1/2 Page (vertical):	4-1/2"	7"
1/2 Page (horizontal):	6-7/8"	4-5/8"
1/3 Page (vertical):	2-1/8"	9-1/2"
1/3 Page (square):	4-1/2"	4-5/8"
1/4 Page*	3-3/8"	4-5/8"
1/6 Page (vertical):	2-1/8"	4-5/8"
1/6 Page (horizontal):	4-1/2"	2-1/4"
1/12 Page (square):	2-1/8"	2-1/4"
1 inch (horizontal):	2-1/8"	1"

\* New England Travel

Unit Size (Bleed):	Width	Height
Double Page Spread:	16-1/4"	10-3/4"
trimmed to:	16"	10-1/2"
Full Page:	8-1/4"	10-3/4"
trimmed to:	8"	10-1/2"
1/2 Page Spread (lower page):	16-1/2"	5-3/8"

For bleed ads, keep live matter 1/4" from trim edges—head, face, foot, and gutter. Additionally, for double page spread bleed ads, keep live matter 1/4" from gutter. Bleed specifications for other unit sizes available upon request.

# PRODUCTION CHARGES

## BLACK & WHITE ADS – TO BUILD

Includes type and (1) logo or (1) image

Full Page	\$150
2/3	\$150
1/2	\$150
1/3	\$150
1/6	\$125
1/12	\$125
1"	\$100

## 4-COLOR ADS – TO BUILD

Includes type, (1) logo, (1) 4-color image, and (1) matchprint

Full Page	\$350
2/3	\$300
1/2	\$300
1/3	\$250
1/6	\$250

## LATE CHARGES (excludes straight pickups)

Ad materials arriving after deadline: \$100  
Copy changes after approval: \$100  
Copy changes after approval with new Epson: \$140

## PHOTOSHOP WORK

All Photoshop work: \$200/hr.

## ADDITIONAL CHARGES

Redesign	\$60
Resize	\$50
Convert Color	\$25

Proofs	
Epson	\$40

B&W Scans	
B&W logo or line art	\$20
B&W image (halftone)	\$25

4 Color Scans	
4" x 5" or smaller	\$65
8" x 10" or smaller	\$85

Silhouette	
Simple	\$35
Complex	\$60

Type Changes	
B&W ad	\$40
4-Color ad (w/Epson)	\$80