

Production Specifications

Printing

Binding: Perfect Bound
Publication Trim Size: 9.875" x 11.5"

Digital File Specifications

Media Accepted: PDF/X1a file (only one ad per file)
Images must be CMYK or Grayscale TIFF or EPS prepared for the SWOP3 color environment
Total Area Coverage for CMYK color builds should not exceed 300%

Delivery of Material

Digital files uploaded to our ad portal
<http://mshanken.SendMyAd.com>
(uploading information available on site)

Mechanical Specifications

Size = Width x Height	
Publication Trim Size	9.875" x 11.50"
Full Page Bleed	10.125" x 11.75"
Full Page Safety	9.375" x 11.00"
Full Page Non-Bleed	8.625" x 10.375"
Fractionals	
2/3 (2 columns) Non-Bleed	5.625" x 10.375"
1/2 Non-Bleed	8.625" x 5.1875"
1/3 (1 column) Bleed	3.6875" x 11.75"
1/3 (1 column) Non-Bleed	2.875" x 10.375"
1/6 (1/2 column)	2.875" x 5.0625"
Spread	
Trim	19.75" x 11.50"
Bleed	20.00" x 11.75"
Safety (requires .5" safety gutter)	19.25" x 11.00"
Non-Bleed	18.25" x 10.25"

2016 Closing Dates

March (Spring)
Space Close: 1/20/16
Materials Due: 1/27/16
On Sale Date: 3/1/16

June (Summer)
Space Close: 4/20/16
Materials Due: 4/27/16
On Sale Date: 6/1/16

September (Fall)
Space Close: 7/20/16
Materials Due: 7/27/16
On Sale Date: 9/1/16

December (Winter)
Space Close: 10/19/16
Materials Due: 10/26/16
On Sale Date: 12/1/16

FOR PRODUCTION QUESTIONS

Email Leigh Aubry:
leigh@whiskyadvocate.com

Any ad less than a full page size that is not bordered may be enclosed with a hairline or 1 point rule at the discretion of the Production Department.

For Further Information, contact,
Whisky Advocate magazine,
167 Main St., Emmaus PA 18049-2705
Telephone: (610) 967-1083