

2019 issue dates and deadlines

COVER DATE

■ Jan/Feb Double Issue
■ March 2019
■ April 2019
■ May 2019
■ June 15, 2019
■ June 30, 2019
■ July 2019
■ August 2019
■ September 2019
■ October 15, 2019
■ October 31, 2019
■ November 15, 2019
■ November 30, 2019
■ December 15, 2019
■ December 31, 2019

SPACE CLOSE

■ December 14, 2018
■ January 8
■ February 5
■ March 5
■ April 2
■ April 16
■ May 14
■ June 4
■ June 28
■ July 30
■ August 13
■ September 3
■ September 17
■ October 1
■ October 22

MATERIAL DUE

■ December 18, 2018
■ January 10
■ February 7
■ March 7
■ April 4
■ April 18
■ May 16
■ June 6
■ July 2
■ August 1
■ August 15
■ September 5
■ September 19
■ October 3
■ October 24

Please note we can offer extensions on space and art.

Contact: Jennifer Arcella • 212-684-5147 • jarcella@mshanken.com

production specifications

PRINTING

Web Offset (SWOP)

Binding: Perfect Bound

Publication Trim Size: 9.875" x 13"

DIGITAL FILE SPECIFICATIONS

PDF/X-1a

- 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 AD MATERIAL

Digital files uploaded to our ad portal

<http://mshanken.SendMyAd.com>

(uploading tutorial available on site)

Advertising material will be retained for one year, unless return is specifically requested. M. Shanken Communications is not responsible for keeping material beyond one year.

MECHANICAL SPECIFICATIONS

Ad Size:	Width	Depth
Full Page Trim	9.875"	13"
Full Page Bleed	10.125"	13.25"
Full Page Safety	8.875"	12.5"
Full Page Non-Bleed	8.875"	12"
Spread Trim	19.75"	13"
Spread Bleed	20"	13.25"
Spread Safety*	19.25"	12.5"
*For spreads, allow .5" safety on each side of the gutter		
2/3 Page Vertical	6"	11.25"
1/2 Junior Page	6"	7.5"
1/2 Page Horizontal	9"	5.625"
1/3 Page Vertical	3"	11.25"
1/3 Page Horizontal	6"	5.625"
1/6 Page Vertical	3"	5.625"
1/6 Page Horizontal	6"	3.75"

Insert Specifications:

Tipped Inserts

Mailable Minimum Size	3.5" x 5"
Non-Mailable Minimum Size	3.5" x 3.5"
Maximum Size	9" x 12"

Blow-In Inserts

Minimum Size	3.5" x 4.25"
Maximum Size	5.5" x 6.25"
Minimum Paper Stock	60#

Bind-In Inserts

Minimum Size	4" x 6"
Maximum Size:	10.125" x 13.375"
Jogs To Foot	.1875" Trim
Scuff	.375"
Perf	.625" (Scuff + .25" To Perf)

Multi-Page Inserts

Minimum Size	4" x 5"
Maximum Size	10.125" X 13.375"
Head/Foot Trim	.1875"
Magna Strip	Required for 8 Pages or More

Note: All inserts must be delivered cartoned and identified with name of advertiser, publication and issue date.

FOR FURTHER INFORMATION

Go to mshanken.com, or contact:

Connie McGilvray
cmcgilvray@mshanken.com
tel: 212-684-4224 x344

Jennifer Arcella
jarcella@mshanken.com
tel: 212-684-4224 x321