

# photograph

## PRODUCTION SPECS

ISSUE	RESERVATION DATE	AD MATERIAL DUE
November/December 2018	September 14, 2018	September 20, 2018
January/February 2019	November 9, 2018	November 15, 2018
March/April 2019	January 10, 2019	January 17, 2019
May/June 2019	March 14, 2019	March 21, 2019
July/August 2019	May 16, 2019	May 23, 2019
September/October 2019	July 12, 2019	July 19, 2019

### AD SIZE REQUIREMENTS



#### 1/2 PAGE

Live area: 5" w x 3.875" h

Set your document size to: 5" w x 3.875" h

Bleed is not available on 1/2 page ads



#### FULL PAGE

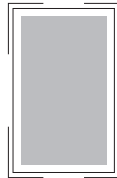
Trim: 5.75" w x 8.75" h

Live area: 5" w x 8" h

Bleed: 6" w x 9" h

Set your document size to: 5.75" w x 8.75" h

All text and images that do not bleed must be within the live area.



#### TWO-PAGE SPREAD

Trim: 11.5" w x 8.75" h

Live area: 10.75" w x 8" h

Bleed: 11.75" w x 9" h

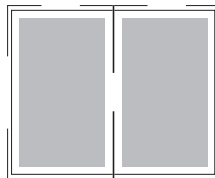
Gutter: allow 3/4" for binding

Set up your document as a spread with

two pages sized each at: 5.75" w x 8.75" h

All text and images that do not bleed

must be within the live area.



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### PRINTING

photograph is a perfect bound book, printed in CMYK at 200 lpi on 80 lb text coated sheet using a sheetfeed press.

### LAYOUT SPECIFICATIONS

Ads should be either QuarkXpress or InDesign files. Include all fonts and linked graphics. Convert all type in placed graphics to outlines. A PDF is required for reference. A Photoshop file or PDF is not accepted for final ad layout.

### IMAGES

If you provide a digital file of a photograph for reproduction, the image should be the exact size it will appear in the ad, scanned at a resolution of 400 pixels/inch and saved as a TIFF without compression. If your digital file is RGB, we prefer that our printer does the conversion to CMYK; if you do provide a CMYK image, it should use the US Sheetfed Coated v2 profile for best results. All scanned images must be accompanied by a high quality reference print. The reference print will show us what you expect to print.

### AD COLORS

**BLACK & WHITE** Images are printed in grayscale.

**TWO COLOR** Black plus one color of type or background. We do not print duotone images. Any coloration of images requires a four-color ad.

**FOUR COLOR** Ads will print as CMYK. We will provide a Kodak proof for your approval at no charge. For color corrections/additional Kodak proofs, there will be a minimum \$50 charge.

### AD SUBMISSION

Ad material can be submitted via email to [anthony@photographmag.com](mailto:anthony@photographmag.com) or via file transfer: Dropbox, Hightail, or WeTransfer.

Ads not meeting these specifications and/or changes to ads already at the printer will incur production charges.