

AVENUE Materials



Full Page Spread

Bleed 16.5" x 11.375"
Trim 16.25" x 10.875"



Full Page

Non Bleed 7" x 10"
Bleed 8.625" x 11.375"
Trim 8.125" x 10.875"



Half Page Horizontal

Non Bleed 6.925" x 4.7"



Half Page Vertical

Non Bleed 3.545" x 9.575"



Quarter Page

Non Bleed 3.38" x 4.7"



Block

1 Block 2.125" x 2.125"
2 Blocks 4.5" x 2.125"
3 Blocks 6.875" x 2.125"
4 Blocks 9.25" x 2.125"
or 4.5" x 4.5"

*|Magazine Specs

AVENUE is produced 100% computer-to-plate. Trim size is 8.125" x 10.875", perfect bound, printed on 60 lb body stock and 100 lb UV coated cover stock. Digital data is preferred on ad submission. DMAX = 300. Linescreen = 133.

*|Digital Specs

Mac QuarkXPress 6.5 (or earlier) with all fonts (screen and printer) and artwork (photos, logos, illustrations). No TrueType or Multiple Master fonts are acceptable. Include all CMYK images as EPS (no JPEG encoding) or TIFF (no LZW compression) at 300 dpi or greater. Please convert text in Adobe Illustrator files to outlines. PDF files must have fonts embedded and Acrobat 4 compatibility. Finished size is 8.125" x 10.875", please provide safety of 1/4" All Four Sides. All live matter must be within safety. Bleed must extend at least 1/8" beyond trim at each edge and gutter. Crop marks must be offset by at least 12 pt.

Level 2 Postscript (Fat Postscript) is acceptable provided all fonts and high-resolution images are included when Postscript file is saved. Use only Type 1 fonts - No True Type fonts or font substitutions are allowed. Images must be SWOP (CMYK or grayscale), TIFF or EPS format between 200 and 400 dpi. No JPEG files. No RGB. Do not nest EPS files into other EPS files. No DCS files. No TIFF/IT files. All required image trapping must be included in the file.

The digital ad must contain standard trim, bleed and center marks in all separations, but the marks have to be 1/2" outside of trim. The files have to be Right Reading, portrait mode only; no rotations; 100% size.

*|Film Specs

AVENUE is produced 100% computer-to-plate. If film is provided, it will be converted to digital via copy dot scanning and a \$125 fee will be charge.

*|Proofs

Contract SWOP proofs must be provided, preferably with colorbars and registration marks. We recommend Kodak Approval or 3M Digital Matchprint for the best-printed result. A laser printout or non-contract proof is not acceptable to compare color. If a laser proof is not provided, AVENUE will provide one and a \$75 production charge will be incurred by the advertiser. Additionally, AVENUE will not accept responsibility for color fidelity of the ad. No corrections should be noted on proofs.

*|Ads created by Avenue

Please contact Jessica in the production department at 212.284.9731 if you intend for AVENUE to create an ad. Production charges will apply.

*|Material Submission

Files can be submitted on Zip disc (100 mb), CD-ROM, DVD-ROM or sent via email to: Production@manhattanmedia.com - Please carbon-copy ("cc") the Account Executive. All printing materials and instructions (digital data, proofs, copy instructions and a duplicate copy of the insertion order) should be sent to: **Avenue Production Department, 79 Madison Avenue, 16th floor New York, NY 10016.** Using ftp software, ads can be posted to our ftp site. Please contact Jessica Seibert in the production department at 212.284.9731.

*|General Information

Reproduction quality is at the advertiser's risk if AVENUE's specifications are not met or if material is received after closing date, even if on extension. All digital data, film and proofs will be destroyed three (3) months after the last issue date unless AVENUE has received written instruction to return immediately after insertion or to hold the material for a specific future date. Disks will be returned if requested in writing.

AVENUE

Three Decades Inside Manhattan's Most Affluent Society