On Montauk Ad Specifications

magazine specs

Trim Size:	5 3/8" x 8 3/8"
Bleed:	Minimum 1/8" bleed
Color:	CMYK throughout
Printing:	Web Offset, coated stock
Binding:	Saddle Stitch

ad size	width	height
COVER	(SEE BELOW)	
FULL PAGE	(SEE BELOW)	
DOUBLE PAGE SPREAD	(SEE BELOW)	
1/2 PAGE	4 3/4"	3 3/4""
1/4 PAGE (H)	4 3/4	1 3/4"
1/4 PAGE (V)	2 1/4""	3 3/4"
1/8 PAGE (V)	2 1/4	1 3/4"

FULL PAGE SIZES: NO BLEED: 4 3/4" x 7 7/8
WITH BLEED: 5 3/8" x 8 3/8" *
DOUBLE PAGE SPREAD NO BLEED: 10" x 7 7/8
WITH BLEED: 10 3/4" x 8 3/8" *

* Any image or background color intended to bleed must extend a minimum of 1/8" past the trim on all four sides.

* Non-bleed ads: Ads which are not intended to bleed must be sized to fit within the non-bleed sizes listed above.
* Bleed ads:
* All live matter (text, images not to be trimmed) must be kept within the non-bleed measurements. Any matter which extends past the non-bleed safe area may be trimmed due to folding and bindery variations.
* Any image or background color intended to bleed must extend a minimum of 1/8" past the trim dimensions on all four sides of the ad.
Right or left hand positioning is not guaranteed.

contact information

NYEMAC INC
PUBLICATIONS
Customer Service
On Montauk
PO Box 2087
Montauk NY 11954

TEL (631) 668-1303
FAX (631) 668-5463
email: info@onmontauk.com

ad material specifications

You are responsible for providing files that meet the following specifications. If you need assistance or have questions please call us at 631-668-1303. If the following specs are not met we will contact you to obtain new files or fonts, depending on deadline schedules. Changes to supplied material will only be made when accompanied by written instructions from the client. Changes will only be made if received before the ad deadline and clients may be charged a fee depending on the production stage. We endeavor to comply with all advertiser's changes, but assume no responsibility for errors or omissions resulting from requested changes. Requested changes are assumed to be final.

DIGITAL REQUIREMENTS

* Electronic files are accepted in Mac Quark 7.3 or earlier (with all supporting images and fonts), Photoshop CS3 or earlier, Illustrator CS3 or earlier or as press-optimized PDF's. with all fonts embedded. All images must be high resolution (300 dpi), CMYK format.
* Please remove color profiles from all images.
* All images must be 300 dpi or greater. We cannot accept web images. If low resolution artwork is supplied, we will not be responsible for output quality of final ad.
* Please be sure that photos from a digital camera are as large as possible. We will not be able to use photos from digital cameras that are too small. If you are unsure about the size, please send file(s) to us and we will test your digital photos to see if they will work.
* TIFF, JPEG, or EPS formats are acceptable file formats for images. Please email images separately or mail on disc to address below.
* Supply a color proof with your ad to guarantee accurate color reproduction.
* Please do not send your image inside a Microsoft Word document. Microsoft Word files will be accepted for use of text copy only. Please send images in high resolution format separately.

AD DESIGN

* We offer advertisement design service free of charge. Please provide photo(s) as specified above and text for your ad. You will be allowed up to 2 revisions of your advertisement (additional revisions cost $50 per revision). If you wish to use your ad in other publications, you will be charged a fee of $50 for each publication or may purchase the ad to use in any publication you choose. Price depends on ad size.

FILE SUBMISSION

* Files may be submitted on CD. Mail to Carol Nye, PO Box 2087, Montauk, NY 11954; or email to carol@onmontauk.com.
* FTP uploading provided on request.

closing and publication dates

Ad Deadline	Distribution:
April 26, 2008	Begins Memorial Day Weekend

02/04/08