

## NEWSWEEK PRINT SPECS

Ad Sizes	Standards	Bleed	Trim
Page	7" x 10"	8 1/8" x 10 3/4"	7 7/8" x 10 1/2"
Facing Spread	15" x 10"	16" x 10 3/4"	15 3/4" x 10 1/2"
Column Outside	2 1/8" x 10"	2 7/8" x 10 3/4"	2 5/8" x 10 1/2"
Column Gutter	2 1/4" x 10"	2 7/8" x 10 3/4"	2 5/8" x 10 1/2"
2 Column Outside	5 1/8" x 10"	5 1/4" x 10 3/4"	5" x 10 1/2"
2 Column Gutter	4 5/8" x 10"	5" x 10 3/4"	5" x 10 1/2"
Half Column - 68 Lines Vertical	2 1/8" x 4 7/8"	N/A	N/A
Half Column Dbl.(Sq. Third) 68 Lines Dbl. Square	4 5/8" x 4 7/8"	5 1/4" x 5 1/4"	5 1/8" x 5 1/8"
Half Page Horiz. 210 Lines	7" x 4 1/2"	8 1/8" x 5 1/4"	7 7/8" x 5 1/8"
Half Page Horiz. Spread	15" x 4 1/2"	16" x 5 1/4"	15 3/4" x 5 1/8"
Half Page Vertical	3 3/8" x 10"	4 1/8" x 10 3/4"	3 7/8" x 10 1/2"

SAFETY: 3/8" From Bleed 1/4" From Trim

FACING SPREAD: Type Across the Gutter Allow 1/8" Separation  
1/16" on Each Side of Gutter

Please contact the Advertising Traffic and Production Department: (973) 316-2079 with any questions or concerns.

### Required Material:

Digital data is the required material, 6 (SWOP) proofs for National and Regional ads. If disk differs from proofs supplied, send a proof marked "For Content Only." Newsweek will accept the following file formats: PDF-X1A or High-Resolution PDF Files. If Proofs are not Supplied, Newsweek will print to SWOP densities and not be held responsible for the color reproduction of the Ad.

**IF YOU CANNOT SEND THE FILE FORMATS LISTED ABOVE OR IF YOU NEED A MORE DETAILED EXPLANATION FOR CORRECT FILE PREPARATION, PLEASE CALL THE NEWSWEEK DIGITAL ADVERTISING REPOSITORY TOLL-FREE AT +1 (888) 556-2910 OR +1 (212) 672-1361 FOR ADVICE.**

**Recommended screen:** 133 Line

**Density of tone:** For 4C, maximum 300%. For B&1C, maximum 170% with second color not to exceed 85%.

### PROOFING FOR DIGITAL OR FILM-BASED ADVERTISING

Contract proofs must indicate line screen, separation angles and dot shape. If a digital file is sent, one digital color proof made from the file being sent that is representative of the advertisement on the disk is required. In addition, for digital files, 6 printed (SWOP) proofs for National and Regional ads are required. If Proofs are not Supplied, Newsweek will print to SWOP densities and not be held responsible for the color reproduction of the Ad.

### PROGRESSIVES ARE NOT REQUIRED.

Off-press proofs are acceptable as long as they are made to SWOP specifications and are accompanied by a cover sheet or label stating the proofing product used.

The following is a list of contract proofs that SWOP recommends. Newsweek requires one of the following to accompany all ads in order to match an ad on press:

1. Printed Top Sheet

2. Kodak Approval
3. MatchPrint

Laser Inkjet proofs or any other proof supplied that is not a contract proof is accepted for file content only. In the event a contract proof is not supplied for press color matches and one needs to be created, the charge for the proof will be billed back to the supplier.

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## **General Information / Shipping:**

**Trim size:** 7 7/8 " x 10 1/2 " non-bleed is three columns, 140 lines deep, 420 lines to a page.

**Disposal of advertising material:** Material will be returned upon written request. Otherwise, it will be inventoried for 13 months and then destroyed.

**Shipping instructions:** All printing materials, digital file, copy of insertion orders, copy instructions, 6 proofs for National and Regional ads, as well as a ruled proof are to be sent to:

Quad/Imaging - Ad Management  
1900 Sumner Street  
Hartford, Wisconsin 53027  
Attn: Newsweek CSR  
Phone: 888-556-2910

**Queries:** Queries on pre-printed inserts, cards and make-up should be directed to Mark Heeman at: (973) 316-2051. Queries on material, deadlines and changes should be directed to the Advertising Traffic and Production Department at: (973) 316-2079.

### **FAST CLOSE**

Fast close on advertisements of an immediate nature is available at no premium. National advertisements are accepted no later than Thursday morning before a Monday on-sale date. All Geographic and Demographic advertisements are accepted no later than the Monday morning before the next Monday on-sale date. Subject to availability. If Newsweek's required specifications are not adhered to, the agency will normally be informed of material deficiencies (proof or file). The agency can supply the material required if time allows, or elect to have Newsweek Pre-Press Center produce the material. The cost incurred by the Pre-Press Center will be charged to the agency.

**Facing spreads:** Facing spreads should be made in one piece, with the engraver's mark etched in the exact center of the ad. Four-color ads must also contain register marks on all four sides of ad. The color of each printer should be clearly identified, and the agency's ad number should also appear on the black printer. Type or illustrative material not intended to bleed must be kept 3/8" from bleed, 1/4" from trim. Type across the gutter should allow for 1/8" separation (1/16" each side of gutter).

**Supplied inserts:** All supplied inserts MUST be approved by Newsweek. For a copy of Newsweek Manufacturing Specifications for Packing and Shipping of Supplied Inserts, please contact Mark Heeman at: (973) 316-2051.

## **Production Availabilities:**

### **SPECIAL ADVERTISING UNITS**

Gatefolds, insert cards and other special advertising units are available. Mechanical limitations and/or specifications must be confirmed with Newsweek before preparing original art.

### **INKS**

Sheen inks, matched colors and the use of five colors are available by special arrangement. Rates quoted upon request.

**SPLIT RUNS**

Copy changes are available in the U.S. and in International editions for advertisers wishing to reach regional markets within these areas. All split runs should conform to established regional-edition structures and publication dates. Premium charges for copy changes and split-run advertising are available on request. A 5% margin for distribution is required on all split-run contracts. Closing: 7 weeks prior to issue date.

**U.S. RANDOM SPLIT RUNS**

Advertisers may run two different advertisements, each to appear in one-half of the circulation of U.S. National or Geographic editions. Random splits will be run on a batch basis. Closing: 7 weeks prior to issue date.