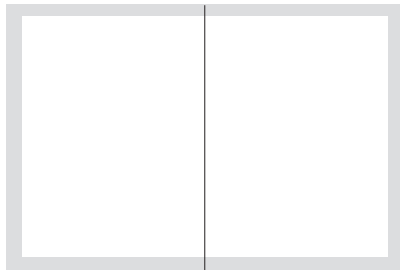


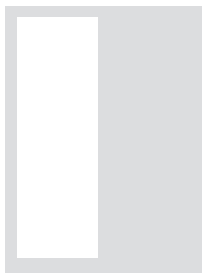
technical specs



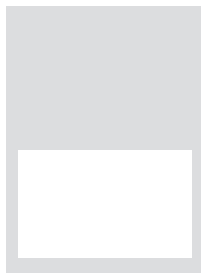
FULL PAGE SPREAD
 Non-bleed: 16" x 10"
 Bleed: 16⁵/₈" x 11¹/₈"



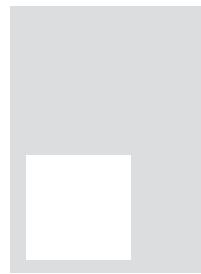
FULL PAGE
 Non-bleed: 7" X 10"
 Bleed: 8³/₈" x 11¹/₈"



1/2 PAGE VERTICAL
 Non-bleed: 3³/₈" x 9³/₈"
 Bleed: 4³/₈" x 11¹/₈"



1/2 PAGE HORIZONTAL:
 Non-bleed: 7" x 4¹³/₁₆"
 Bleed: 8³/₈" x 5¹/₈"



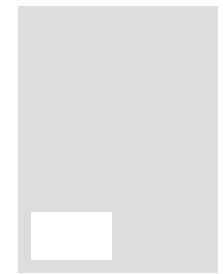
1/3 PAGE SQUARE:
 Non-bleed: 4¹/₂" x 4¹/₂"



1/3 PAGE VERTICAL:
 Non-bleed: 2³/₁₆" x 9³/₄"
 Bleed: 3¹/₈" x 11¹/₈"



1/4 PAGE VERTICAL:
 Non-bleed: 3³/₈" x 4¹³/₁₆"



1/8 PAGE HORIZONTAL:
 Non-bleed: 3³/₈" x 2⁵/₁₆"

**Please note: Ads designed to bleed will result in a 15% additional charge (based on space cost).
 Ad space may not be divided to appear as multiple advertisements. Millimeter conversions are on the reverse.**

ARTnews is printed on web offset presses and is perfect bound. The trim size is 8 ³/₈ x 10 ⁷/₈ inches.

Live Area: Live matter must be at least 3/8 inch from the trim.

Bleed: At least 1/8 inch bleed on all sides.

Spreads: Live matter must be at least 1/4 inch from gutter (both sides).

Digital Files: *ARTnews* prefers to receive hi-res print-ready PDFs for all advertisements. If a client is unable to supply a PDF, Adobe Illustrator, Adobe Photoshop, and QuarkXpress documents are acceptable with collected fonts, illustrations and images. We **do not accept** InDesign, CS or Pagemaker formats at this time. *ARTnews* runs on a Mac OSX platform. To avoid font problems when not supplying a PDF we recommend that all fonts are converted to outlines (or, "curves"). All images must be 300 dpi (dots per inch) and color images must be converted to CMYK (Cyan, Magenta, Yellow and Black). Ink density of the file must not exceed a maximum of 280%. Knockout white type should be at least 7pt. Black type should be composed of black only. **All files must be accompanied by a proof.** See further proofing guidelines and options, next page.

Please note: If any of the above requirements are not met, additional production costs may be charged to the advertiser. See details, next page.

Shipping Instructions: *ARTnews* prefers to receive ads on disk with an acceptable color proof. Ship to *ARTnews Production*, 48 West 38th Street, New York, NY 10018. Ads may also be received via email (less than 10MB) at production@artnews.com. We also have FTP access available. Direct any questions to the production department at 212 398 1690.

proofing & color matching: costs are effective with January 2009 issue

ALL FILES MUST BE ACCOMPANIED BY A PROOF: The minimum acceptable proof is a PDF or fax proof for content. *ARTnews* will not guarantee color unless provided with a SWOP standard proof (Kodak Approval or similar, including color bars). For further information on contract proofs visit www.swop.org. If files are received without an acceptable proof we will contact you and request that one of the following options be approved:

- a.) Use existing supplied proof (laser, PDF, or similar) with the understanding that the color is subject to the color output of *ARTnews*. We require at minimum a fax proof for content.
- b.) *ARTnews* will create a color proof and bill the client \$175 per page. **Please Note:** this is intended for color confirmation only. *ARTnews* assumes that all files are final and print-ready. Any work done by *ARTnews* to alter a file will result in additional production charges. Additional proofs after resubmitting files will be an additional \$175.

common production charges: costs are effective with January 2009 issue

If there are production charges associated with supplied materials we will send you a quote and require your approval before proceeding. U.S. shipping costs included.

Contract Color Proof (layout and color confirmation of final, print-ready files): \$175 per page

Type Changes: \$150 (Includes digital/email proof or fax proof.)

Ad Design: \$200 (Includes digital/email proof or fax proof.)

Scanning Art or Color Corrections to Supplied Hi-res Images: \$325 for initial scan, \$155 for each additional.

Replacing Files After Submission: \$50 + any charges from prepress or printer.

guidelines for submitting final, print-ready advertisements

- Color advertisements must be submitted with a SWOP-approved proof as stated above.
- Color digital ads must be submitted in CMYK format. Black & White digital ads should be converted to grayscale. *ARTnews* will not be responsible for color reproductions from converted RGB color.
- All supplied ads should have fonts embedded, converted to outlines, or included as a collect; images should be supplied at 300dpi.
- Please label your disk with your company name. If you would like materials to be returned, you must provide shipping information and state that materials be returned to you. Otherwise *ARTnews* will hold materials on hand for 90 days after the issue date and then destroy them.

ad sizes in millimeters:

2 PAGE SPREAD Non-bleed: 406 X 254 mm Bleed: 422 x 283 mm	1/2 PAGE VERTICAL Non-bleed: 86 x 248 mm Bleed: 106 x 283 mm	1/3 PAGE VERTICAL Non-Bleed: 56 x 248 mm Bleed: 79 x 283 mm	1/4 PAGE VERTICAL Non-bleed: 86 x 123 mm (no bleed size available)
FULL PAGE Non-bleed: 177 x 254 mm Bleed: 213 x 283 mm	1/2 PAGE HORIZONTAL Non-bleed: 178 x 123 mm Bleed: 213 x 138 mm	1/3 PAGE SQUARE Non-bleed: 114 x 114 mm (no bleed size available)	1/8 PAGE HORIZONTAL Non-bleed: 86 x 59 mm (no bleed size available)