

2019 Material Requirements and Specifications

Display Advertising Size Requirements

Space Unit	Trim Size (W x H)	Live Area	Bleed (W x H)	Non-Bleed (W x H)
1/4 page*	3.75" x 4.687"	N/A	N/A	
1/2 page vert*	3.75" x 9.687"	N/A	N/A	
1/2 page horiz*	7.87" x 4.687"	N/A	N/A	
Full page	9" x 10.8125"	8.5" x 10.3625"	9.25" x 11.06"	7.87" x 9.687"
2-pg spread**	18" x 10.8125"	17.5" x 10.3625"	18.25" x 11.06"	16.875" x 9.687"

* If a half-page ad does not have a solid background color, it must then include a border. A hairline border (.25 point rule) is recommended. If an ad requiring a border does not include a rule line, the publisher will add the rule as necessary.

**Spreads that have cross over type should allow at least 1/2" safety from gutter on both pages of the spread. Any images that cross over should be double burned 1/32" on each side to ensure correct alignment.

Oversized live matter and/or text is accepted with the understanding that the Publisher cannot be responsible should same be trimmed off the page.

Address

Please mail and advertising material to:

Art & Antiques, Production Coordinator
 Attn: Mark Snyder
 6531 Elmo Street
 Tujunga, CA 91042
 p. 310.403.3147

Upload ad materials at:

<http://www.carolinalexury.com/upload.html>

Advertising Materials

Art & Antiques prefers to receive **PDF/X-1a: 2001** files. Please send all digital materials with a calibrated contact proof. Please review the submissions guidelines or call the *Art & Antiques* production coordinator at 310.403.3147. We can also offer professional assistance to develop and produce your ad.

Advertising materials will be held for one year. Should you require that files be returned, please submit a written request within 9 months of submitting materials. Only the digital PDF file will be returned.

Contact Proof Requirements

Art & Antiques strives for the highest print reproduction quality for both advertising and editorial content. For us to achieve that high quality, *Art & Antiques* requires that a contact proof be submitted with each advertising submission. All contact proofs should be made according to the manufacturer's SWOP.

Application Data Sheet. For a current list of SWOP Application Data Sheets and output requirements, please visit www.swop.org.

Acceptable color proofs for new advertising materials are limited to:

- Kodak Approval
- Fuji FinalProof
- Kodak Matchprint Digital Halftone
- Fuji PictroProof
- Kodak Veris (Formerly Creo Veris)
- DuPont Waterproof Thermal
- Kodak Matchprint Inkjet/ProofPro (Canon, Epson, HP)
- DuPont Cromalin
- Latran Prediction (Formerly Polaroid PolaProof)
- Agfa Sherpa
- EFI/Best ColorProof (Canon, Epson, HP)
- CGS ORIS (Canon, Epson)
- GMG colorProof (Canon, Epson, HP)
- ColorBurst (Epson)

All proofs must be made from the original digital file, include trim/bleed marks, a color control bar, ID of proofing system used, calibration date/time, and target output profile.

Art & Antiques will not accept film-based halftone proofs, color lasers, acetate color keys, tear sheets, blue lines or any proof other than those mentioned above.



(Continued)

All contract proofs are required to be supplied with a 6 mm calibrated color bar showing 5%, 25%, 50%, 75%, 95%, and 100% tone values for each process color. Additionally, three-color gray balance values should be included as described by SWOP.

Digital File Submission

- Submit Macintosh formatted media and files. PC media and files **will not** be accepted.
- Send all materials via FTP or email if file size permits.
- All other media: Please call the Production Coordinator ahead of time to ensure media is acceptable.

General Guidelines

- All black ink density must be no higher than 300
- Trap all artwork when required to 0.003".
- Ensure that all images are a minimum of 300 ppi at 100% of final placement size.
- Convert all spot/special colors to four-color process.
- Please provide CMYK files and images only. Do not submit files in RGB, or files containing additional channels.
- Use 12-point offsets for registration marks.
- All ads should be built with either Macintosh PostScript Type 1 fonts or OpenType fonts with PostScript outlines (.otf). **TrueType fonts will not be accepted. If TrueType fonts are used in any ad material publisher is not responsible for output or print issues relating to dropped or altered fonts or art.**

Advertising Art Material

All Advertising art material needs to be supplied as: **PDF/X-1a:2001**

When document is built in:
InDesign CS3 or higher

Please export document as a **PDF/X-1a:2001**

In the Marks & Bleeds tab please check "All Printers Marks" and "Use Document Bleed Settings"

When document is built in:

Adobe Photoshop
Photoshop CS5 (6.0 or higher)

Please make document size include bleed

Ensure that all Photoshop files are a minimum of 300 ppi at 100% of final placement size (600 ppi if text elements are embedded.)

Rasterize all fonts.

When document is built in:

Adobe Illustrator Files
Illustrator CS5 (9.0 or higher)

Embed all images and save all Illustrator files in EPS format.

Keep path complexity to a minimum when possible.

Outline all fonts.

Contract and Copy Regulations

Publisher will not be responsible for errors in key numbers and incorrect advertising material or omission from advertisers' index unless received in advance of publication closing date.

Miscellaneous

The Publisher reserves the right to decline any advertising for any reason. Advertising which, in the opinion of the Publisher, imitates or could be confused with editorial matter will require modification and/or have the word "Advertisement" inserted on the center top of the ad. This is a condition to which the advertiser agrees. Advertiser agrees to indemnify, defend and save harmless the Publisher from any actions or claims based on or arising out of anything contained in such advertising, or of the unauthorized use of any person's name or photograph, or any sketch, map, words, labels, trademarks or copyrighted matters of libelous statements, in connection with advertising purchased according to terms of current card.



Advertising Sales Representatives

PUBLISHER

ASIA, CANADA, AND EUROPE
PHILLIP TROY LINGER PUBLISHER
818.448.2598,
troy@artandantiquesmag.com

SALES REPRESENTATIVES

CALIFORNIA, ARIZONA, PACIFIC NORTHWEST
LORNA DRYDEN
323.466.3555,
lorna@artandantiquesmag.com

SOUTHWEST, LA, MS, AL, IL
JEFF MILLER
214.400.7441,
jeff@artandantiquesmag.com

NEW YORK, NORTHEAST, COLORADO
MARIETTE MOORE
719.233.1087
mariette.moore@gmail.com

SOUTHEAST, MIDWEST, FLORIDA
KIRK RIGGS
678.772.1292,
kirk@artandantiquesmag.com

UNITED KINGDOM
ANTHONY J. LAW
+44 (0) 1883 348082,
anthony@artandantiquesmag.com



**Art & Antiques
Worldwide Media LLC**
1319cc Military Cutoff Road #192
Wilmington, North Carolina 28405
tel: 910.679.4402 • fax: 919.869.1864
info@artandantiquesmag.com

