

## MECHANICAL INFORMATION

**Publication Trim Size:** 10.875" x 14.5"

**Printing:** Heat-set web offset

**Binding:** Saddle stitched

**Paper Stock:** Gloss coated, 40 lb., basis weight, Line Screen: 133-line screen recommended

## FULL PAGE SPECS

**Publication Trim Size:** 10.875" x 14.5" (keep live matter 0.375 away from edge)

**Publication Bleed Size:** 11.125" x 14.75" (all full page ads should be centered on this size)

**Publication Non-Bleed Size:** 10.25" x 14" (ads must be centered on the full bleed size 11.125" x 14.75")

**Safety Area:** 10.25" x 14"

## STANDARD AD SIZES (NON-BLEED)

| SPACE SIZE   | WIDTH  | DEPTH  |
|--------------|--------|--------|
| Junior Page  | 7.625" | 9.875" |
| Half Page    | 9.125" | 6.875" |
| Third Page   | 6"     | 8"     |
| Quarter Page | 6"     | 6"     |
| 4" X 7"      | 4"     | 7"     |
| 4" X 6"      | 4"     | 6"     |
| 4" X 5"      | 4"     | 5"     |

## DOUBLE PAGE SPREAD SPECS

**Publication Trim Size:** 21.75" x 14.5" (keep live matter 0.375 away from edge)

**Publication Bleed Size:** 22" x 14.75" (all full page ads should be centered on this size)

**Safety Area:** 21" x 14"

**SUPPLIED DIGITAL ADVERTISEMENT:**

- All advertising should be provided in a digital format.
- Required format for black & white or four-color digital advertisement is **hi-res Adobe Acrobat PDF/X-1a file** format (version 3.0 compatible with all fonts and images embedded).
- Embedded images must be a minimum of 266 ppi (pixels per inch). **Color images must be CMYK.**
- Postscript Type 1 fonts are strongly preferred. Files containing composite or multiple master fonts will not be accepted.

To submit your ad, please upload file to the following website: <https://crainsnewyork.sendmyad.com/>

**FILE PREPARATION:**

To assist our printer in obtaining a good press match on a web off set press it is important to follow general industry guidelines when preparing files and proofs:

- Maximum density in any on area, all colors, should not exceed 300%, with only one solid color.
- Preferred proofs are Kodak Approvals or Iris proofs prepared 5-7% heavier than the file to simulate press gain and ink coverage to our web offset press.
- Color lasers or low quality ink jet prints are not acceptable for color guidance.
- Follow AAAA/ABP/MPA recommended standards for process ink color formulations.
- Recommended proofing stock is a 60 1b. basis weight of 70 (nominal) brightness.

Note: Advertisements supplied to Crain without an acceptable color proof will be printed to SWOP standards. The Printer and/or Publisher cannot be held liable for color complaints when files are submitted without an acceptable color proof.

**ALTERATIONS:**

Advertisements requiring alterations, such as, editing, image manipulation, reductions or enlargements, trapping, etc., will be billed as mechanical charges at the publisher's prevailing rates. Mechanical charges are billed at net with no agency commission. Mechanical charges are not applicable to earned dollar volume discounts.

**All advertising materials must be in at close date unless otherwise stated by your Crain's account rep.**

**INSERTS**

To ensure successful insertion into *Crain's New York Business*, all inserts must conform to specific dimensions, paper weights and suitably packaged and delivered in advance of the production. Please contact your Crain's account rep for more information.

**CLASSIFIED RATES**

For space reservations, please contact Joanne Barbieri at [jbarbieri@crainsnewyork.com](mailto:jbarbieri@crainsnewyork.com) or 212-210-0189.

**PAYMENT TERMS**

Invoices are dates as of the issue date and are due payable upon receipt in U.S. funds drawn on a U.S. bank. Publisher looks to the advertising agency placing the insertion order for payment, however Publisher shall have the right to hold the advertising agency and the advertiser jointly and severally liable for the monies due and payable to Publisher, and the agency warrants by submitting the insertion order that it and the advertiser have accepted this.

## UNITS

### FULL PAGE

FULL PAGE BLEED:  
11.125 X 14.75

FULL PAGE  
NON-BLEED:  
10.25 X 14

TRIM SIZE:  
10.875 X 14.5

### JUNIOR PAGE

7.625 X 9.875

### HALF PAGE

9.125 X 6.875

### THIRD PAGE

6 X 8

### QUARTER PAGE

6 X 6

### 4" X 7"

4 X 7

### 4" X 6"

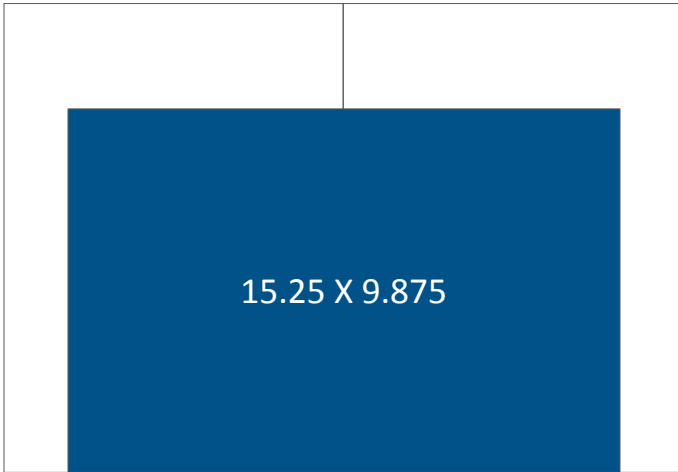
4 X 6

### 4" X 5"

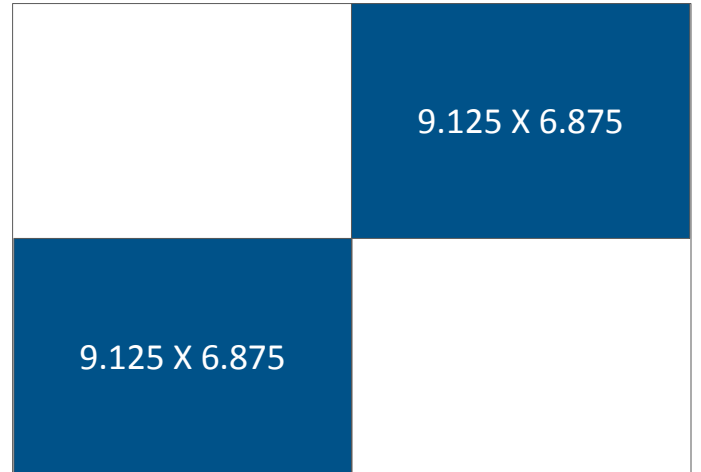
4 X 5

## UNITS

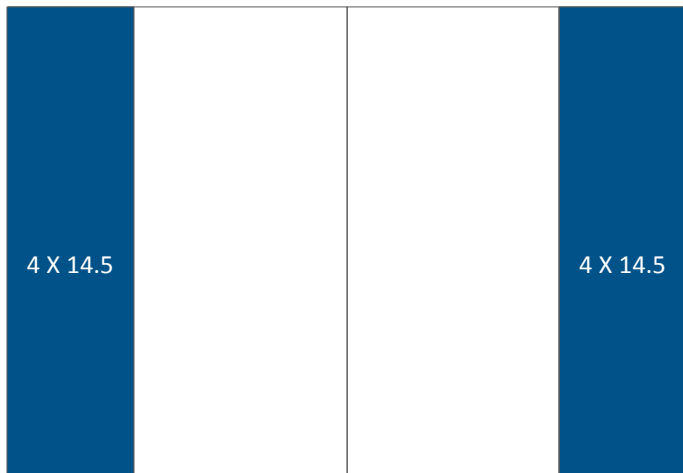
### FIREPLACE



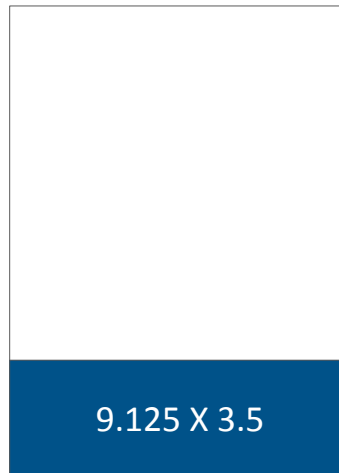
### HANGING HALF PAGE SPREAD



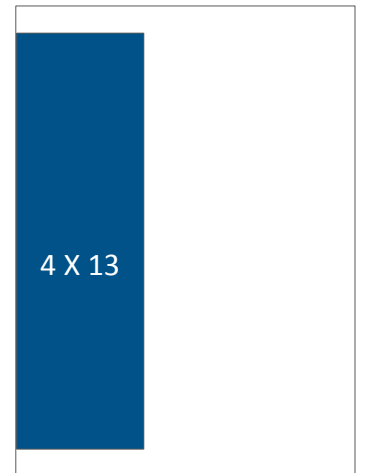
### BOOKENDS



### ISLAND



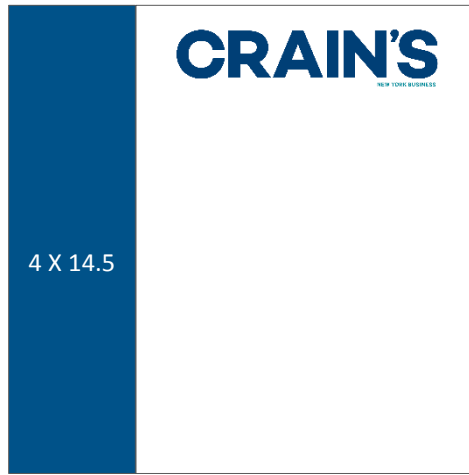
### 4" X 13"



HALF COVER WRAP\*



COVER 1: 4.125 X 14.5

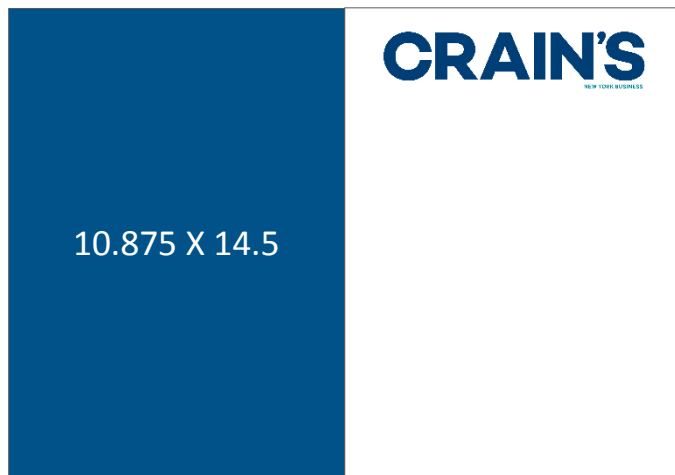


COVER 2: 4.125 X 14.5

FALSE COVER\*



COVER 1: 10.875 X 14.5



COVER 2: 10.875 X 14.5