



FULL PAGE

Page trim: 22.86cm x 27.6225cm
Including bleed: 23.495cm x 28.2575cm
Live area: 21.59cm x 26.3525cm



HALF PAGE VERTICAL

9.2075cm x 25.0825cm



HALF PAGE HORIZONTAL

19.05cm x 12.22375cm

FILE SUBMISSION: Materials may be sent via email if under 10MB. Files larger than 10MB may be sent via free services such as Hightail [www.hightail.com], WeTransfer [www.wetransfer.com] or Dropbox [www.dropbox.com].

For all production related matters contact:

Adeline Saez
212-398-6190 x2151
asaez@artmediaholdings.com

Send creative material and/or proof to:

Art News
Production Dept.
110 Greene St., 2nd Floor
NYC 10012

REQUIREMENTS

- Printed web offset
- Perfect Bound
- Publication Trim 22.86cm x 27.6225cm
- Ads should be in PDF/X-1A format
- Four-color ads must be formatted in CMYK
- Black and white ads must be set to Gray scale
- No RGB, LAB, or embedded (ICC) color profiles
- Maximum ink density is 300%
- DPI: 300 and Line Screen: 133
- Minimum type size is 6 pts
- Knockout white type should be at least 7 pts
- Rich Black: 50% C; 40% M; 30% Y; 100% K
- Spread Ads must be composed of separate full-page files

GUIDELINES

- Full page files should include bleed and trim marks
- Provide register marks at top, bottom, and sides
- Live matter for full page ads, such as, type, logos, or essential details should be 1.27cm from the trim, 1.5875cm from bleed on all sides.
- Document Size: Dimensions of supplied PDF file must reflect bleed size, not the trim size.
- Fractional ads do not bleed and should be sized exactly to specs provided in diagrams.
- Fractional ads with white or light background must include bounding rule exactly to the specs.
- Color files should be supplied with a SWOP proof with color bars to be used at the printer for press guidance. Clients can decline submitting a proof in writing.
- Laser proofs and color copy laser proofs CANNOT be used as color proofs.

PLEASE NOTE

- When supplying non-finalized materials: Photographs must have a sharp focus, high contrast. Copy should be clearly submitted and be proofread in advance. Art files must be created in either Photoshop or Illustrator and saved as an EPS, JPEG, or TIFF.
- Materials not meeting these specifications will incur production charges that will be billed at commercial rates.
- Proofs: The only acceptable SWOP proofs are a Kodak, Epson, Fuji, or Matchprint. Art News can provide a color proof of your advertisement for an additional fee of \$80 per page. A SWOP proof pulled by Art News will be sent directly to press for color guidance. A SWOP proof pulled by Art News will only be shown to client upon request, provided that the ad was submitted on or before the published advertising material due deadline. Art News is not responsible for reproduction if the client is not able to sign off on the proof. Art News is not responsible for variance between the digital file and any proof not listed above.
- If the above requirements are not met, Art News cannot guarantee reproduction of the advertisement. All claims for errors in advertising must be submitted in writing within seven days of publication.
- Material will be destroyed after 6 months unless written instructions to the contrary are received within one month of publication.

Advertisers will be presumed to have read the requirements and guidelines on this page when submitting creative and agree to its conditions without further notice. Client represents that it is the owner of and/or has the right to use and publish the advertising (including but not limited to artwork, ideas, expression, copyrights, rights of publicity and trademark submitted by it for publication in Art News magazine and that the advertising contains nothing that violates the rights of the third party. In the event such advertising results in a claim or suit against Art News, Client agrees to assume full responsibility for such claim or suit and hold harmless and indemnify Art News, against all claims, demands, suits settlements, judgments, awards, damages and/or expenses (including attorney's fees) arising out of any claim or lawsuit.