



Ad Specifications

MECHANICAL REQUIREMENTS:

Printed by web offset. DIGITAL FORMAT ONLY! No film accepted. ***VT&C** can not be responsible for color if hardcopy is not submitted. Please contact production for further information on critical color.

PROOFING:

Rotation of colors: Black, cyan, magenta, yellow.

Ink proofing: R.O.P. Head to foot; Black & White Head to foot; Black/Color Head to foot;

4-Color Head to foot; Cover Head to foot.

MEDIA:

MAC preferred, or PC formatted (if supplied in native format, publication will reserve the right to match fonts as closely as possible): Flash drives, CDs or DVDs

MEDIA LABELING REQUIREMENTS:

Issue Date, Advertiser, Agency Name, Contact Person, Phone Number, File Name/Number, List of Contents (required).

DESKTOP FILE FORMATS:

Press optimized PDF preferred (300 dpi minimum, CMYK)/Acrobat 4.0 or higher,

Accepted Application Files: QuarkXPress, Adobe InDesign, Adobe Illustrator, PhotoShop,

TIFF, EPS or JPEG - 300 dpi minimum. *Power Point, Word, Excel, Corel Draw, Publisher or Pagemaker* files NOT accepted.*

VT&C reserves the right to substitute fonts if incompatible. Fonts substituted will be as close as possible to original style.

DESKTOP ELEMENT FORMATS:

CMYK ONLY - Images should be no less than 300 dpi. Files submitted as RGB will be converted to CMYK, **VT&C** cannot be responsible for color if supplied as RGB: TIFF (Images/Scans), EPS (Images/Scans), PostScript Type 1 (Fonts), EPS (Encapsulated PostScript).

PC FILES: When submitting files created in PC platform, please submit as high resolution PDFs (see above or contact Production for info). This is due to some type/font incompatibility. If files are not submitted in PDF format, fonts will be substituted at the publications' discretion.

*TYPE OF PROOFS: Film-based proof (Matchprint, Cromalin, Fuji, Signature, etc.) or High-Res Color Proof. Note: publisher-supplied mechanical layout, corrections or color proofs done at client's request will be charged back at prevailing time and material rates at publisher's discretion.

COLOR CALIBRATION: SWOP Standards

DESKTOP INSTRUCTIONS:

Build pages to trim size and extend bleed beyond page edge. All elements must be placed at 100% size. Avoid rotation and cropping of images in layout program. Include all fonts, images/scans, logos/artwork. All images/scans must be in CMYK mode. Four-color solids should not exceed SWOP density of 300%. NO embedded photos or graphics accepted.

ADDITIONAL INSTRUCTIONS: Supply single pages and not spreads. Single page image area should be no more than trim plus bleed.

CONTENT AND POSITION PROOFS: Supply hard copy proofs that match each supplied digital file. Supply composite printouts with color clearly marked. Proofs must be provided at 100% size.

NOTE: Publisher reserves the right to adjust ad material when necessary if not submitted to proper specifications.

DEADLINES:

Reserve Space: 30 days prior to publication issue (i.e. I.O. for June issue is May 1st)

Material: 10th of the month prior to publication issue (i.e. 10 days after space reservation due date)

SIZES:

Note: All ads MUST be submitted to correct size. Publisher will adjust all material that is not submitted to the proper specifications. (All sizes in inches)

FULL PAGE (BLEED):

Bleed Size: 8 1/8 x 11 1/8
Trim Size: 7 7/8 x 10 7/8
Safety: 3/8 from trim on all sides

FULL PAGE (NON-BLEED):

7 x 10

2/3 PAGE:

4 1/2 x 10
11 1/8 x 5 1/8 Bleed

1/2 PG ISLAND:

4 1/2 x 7 3/8

1/2 PAGE VERTICAL:

3 3/8 x 10

1/2 PAGE HORIZONTAL:

7 x 4 7/8 Horizontal (no bleed)

1/2 PAGE HORIZONTAL:

7 7/8 x 5 7/16 Horizontal Bleed
(Trim plus 1/8 all around for bleed).
LIVE AREA - 7 x 4 7/8 centered within 7 7/8 x 5 7/16

1/3 PAGE:

2 3/16 x 10 Vertical
4 5/8 x 4 7/8 Horizontal

1/4 PAGE:

3 1/2 x 4 7/8

MATERIAL HANDLING:

E-mail preferred, for ad material over 5MBs, please contact Production for FTP instructions.

(Insertion Orders AND Material)
VT&C
E-mail: sue@taube-violante.com or
vtc@taube-violante.com
Sue Taube, Art Director/Production Manager
203-849-8200

(Insertion Orders/Correspondence)
VT&C
E-mail: vtcmag@vtcmag.com
Dick Cowan, Publisher
203-454-5678

For production questions, please call or e-mail our production department