



AD SPECIFICATIONS

MATERIAL SPECIFICATIONS

- All materials supplied must adhere to the Specifications for Web Offset Publications (SWOP) and recommended standards as stated in Standard Rate and Data.
- Ad specifications include a ruled proof indicating centerlines and trim. For bleed ads, keep live material centered within the standard ad size dimensions stated under “Magazine Ad Sizes”. Tick marks should not be used.
- Type to be avoided: Fine serif faces, type smaller than 8 points, multi-colored typeface, clip art and starburst graphics.

PRINTING SPECIFICATIONS

- Printed web offset and saddle stitched.
- 133-line screen for halftones and four color.

FOUR-COLOR ADVERTISING

- Full-page and fractional ads: Digital files required.
- Scanning: At least 300 dpi.
- Any solid black used should include 100% black, 40% yellow, 60% magenta and 80% cyan.
- CMYK color only. No spot, RGB, indexed, ICC-based or calibrated color.
- Maximum tonal density: 300%.
- Proofs: All files must be accompanied by a digital color proof made from the file being sent that is representative of the ad file. Color proofs must comply with SWOP procedures (available online at www.SWOP.org). The Washington Post Magazine is not responsible for ad reproduction if proof is not provided. The Magazine can provide advertiser with a color proof at advertiser’s expense.

BLACK-AND-WHITE ADVERTISING

- Full-page and fractional ads: Digital files required.
- Scanning: At least 266 dpi.
- Grayscale color only.
- Dot value: Maximum 90% for areas not intended to print as solids. Minimum 5% for highlight dot.
- Proofs: All files must be accompanied by a proof of the actual file being sent.

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MAGAZINE AD SIZES

Ad Sizes	Standard Ad	Bleed Size	Trim Size
Spread	15" x 10"	15 3/4" x 10 3/4"	15" x 10 1/2"
Full page	7" x 10"	7 3/4" x 10 3/4"	7 1/2" x 10 1/2"
2/3 page	4 5/8" x 10"	5 1/8" x 10 3/4"	
1/2 page vert.	4 5/8" x 7 3/8"	5 1/8" x 7 7/8"	
1/2 page horiz.	7" x 4 7/8"	7 3/4" x 5 3/8"	
1/3 page vert.	2 1/4" x 10"	3 1/4" x 11"	
1/3 page horiz.	4 5/8" x 4 7/8"		
1/6 page vert.	2 1/4" x 4 7/8"		
1/6 page horiz.	4 5/8" x 2 3/8"		
1/12 page	2 1/4" x 2 3/8"		
1/24 page	2 1/4" x 1"		

SPECIAL NOTE: Please keep all live material for bleed ads centered within the standard ad size dimensions stated above. Type across gutter should allow for 1/8" separation (1/16" each side).

ADDITIONAL SPECIFICATIONS

- **Fonts:** The Washington Post Magazine and its printer support the Adobe type library. Use only PostScript fonts. TrueType and Multiple Master fonts are unacceptable. If TrueType fonts are supplied, The Magazine will substitute Adobe PostScript fonts.
- All advertisements must be provided in accordance with the SWOP recommended offset proofing specifications, using the SWOP recommended inking density and color rotations. Since accurate proofing is essential to quality publication reproduction, proofs not adhering to the SWOP recommended specifications will result in printing deviations.
- If the recommended specifications are not followed, the advertiser will normally be notified of material deficiencies in proofs. The advertiser can then supply new material if time allows or elect to have our prepress center correct the material. Any costs incurred by our prepress center will be charged to the advertiser.

For complete and detailed information about digital ad preparation, contact The Magazine production department at 202-334-4253, -6320 or -5016.

All **contracts, space reservations** and **insertion orders** are to be sent to your regular Washington Post Sales Representative or to:

The Washington Post Magazine
Advertising Sales Department
1150 15th Street, NW
Department 6004
Washington, DC 20071-6004

All **printing materials**, labeled disks, output reports, copy instructions, two proofs as well as a ruled proof are to be sent to:

The Washington Post Magazine
Magazine Production Department
1150 15th Street, NW
Department 2400
Washington, DC 20071-2400



Washington Post Media

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Powerful Reach. Powerful Results.