



# MECHANICAL SPECIFICATIONS

## ELECTRONIC FORMAT

All ads are accepted in electronic formats only. Camera-ready art is subject to ad production fees to prepare files for printing.

- Type of files accepted:  
TIFF – Save all photos at 300 dpi and line art at 600 dpi minimum  
EPS – Create Outlines for all text & strokes.  
PDF – Use Acrobat 7.0 compatibility, no compression or downsampling.

*NOTE: Customer is responsible for quality of all PDF files.*

- Save all black and white files in GRAYSCALE, not in color.
- Newspaper and magazine art and photos are not acceptable for reproduction.

## HARD COPIES & PICTURES

Wording and designed art in clean black and white images may be submitted in the specified dimensions, but may be subjected to ad scan and size adjustment fees (see other side).

*PLEASE NOTE:*

QUALITY/SHARPNESS OF AD COULD BE COMPROMISED IF NOT SUBMITTED ELECTRONICALLY.

- Full color ads must be submitted as electronic images.
- Original emulsion-based photos reproduce better than printed copies. Please submit originals. They will be returned without harm after the publication is finished.

## COVER & FULL PAGE ADS

- Cover submittals are in full color. If electronic files are submitted, scanned photos should be set at 600 dpi and dropped down to 400 dpi when saved. When photos submitted are hard copies, only original emulsion-based photos are acceptable. No pre-screened art or photos will be used.

## BIZCARDS

3 1/2" W by 2" H

Scanned business cards must have sharp black line art. No photos will be accepted. Quality not guaranteed for scans of color art and cards printed on color stock. If you do not have a business card with the desired information on it, we can design a BIZCARD ad in our standard format for no additional charge. Call for details.

## \*\*STANDARD AD SIZES: Cut size 8.25" x 10.75" (\*ALL Except NY)

2-Page Spread:	16 1/2" W by 10 3/4" H and bleeds to 16 3/4" W by 11" H
Full Page (border)	7 1/4" W by 9 5/8" H
Full Page w/bleed:	extend background bleed to 8.5" by 11" keep live image within: 7 1/2" by 10"
Half Page:	7 1/4" W by 4 5/8" H
Quarter Page:	3 1/2" W by 4 5/8" H

## \*\*DIGEST AD SIZES: Cut size 5.375" x 8.375" (\*NY Magazine Only)

2-Page Spread:	10 3/4" W by 8 3/8" H and bleeds to 11" W by 8 5/8" H
Full Page (border)	4 5/8" W by 7 1/8" H
Full Page w/bleed:	extend background bleed to 5 5/8" by 8 5/8" keep live image within: 4 5/8" by 7 5/8"
Half Page:	4 5/8" W by 3 1/2" H
Quarter Page:	2 1/4" W by 3 1/2" H

**\*\*Please Note: our Bnai Mitzvah & Jewish Weddings NEW YORK Magazine is a DIGEST SIZE MAGAZINE.**

## COLOR

One-color ads will be run with "house colors." Close PMS (Pantone Matching System) approximations are available at extra charge. All house colors are built in process color. Four-color ads must be saved in CMYK and a color proof must be submitted.

## PLACEMENT

Placement is limited to section of choice, except Bizcards. Requests for placement preferences will be considered on a first-come, first-served basis, subject to the discretion of publisher.

## SUBMISSION

Please submit ad files via email when possible to production@promsplus.com or production@bnaimitzvahguide.com. If you need to mail your materials please send them to:



Milestone Media Group  
Attn: Production Department  
5360-E Enterprise St.  
Eldersburg, MD 21784

## TERMS & CONDITIONS:

1. MILESTONE MEDIA GROUP, INC. does not endorse advertisers and does not guarantee the accuracy of any claims made by advertisers.
2. All orders are subject to publisher's acceptance. The publisher reserves the right to reject or cancel any advertisement that does not conform to the editorial or graphic standards of the publication.
3. MILESTONE MEDIA GROUP, INC. endeavors to provide completely accurate information in all advertising. Proofs on advertisements created by the publisher will be forwarded for approval. If changes or corrections are needed, they must be so noted on the proof and the proof returned to the publisher within one week of its receipt by the advertiser. Otherwise, no guarantee can be made of the changes requested.
4. The publisher shall not be liable for failure to publish or distribute all or any part of the guide because of labor dispute, accidents, fires, acts of God, or any other circumstances beyond the publisher's control. Further, in case of error or failure to print an advertisement, liability is limited to the cost of the advertisement.
5. By signing the Ad Placement Agreement, advertiser understands that payment is due by the first due date, that all discounts are contingent upon prompt payment, and that if allowed to run, past due balances are subject to an 18% Annual Rate late payment penalty. CANCELLATION PRIOR TO PUBLICATION IS SUBJECT TO A 5% CANCELLATION FEE. This agreement is entered into and governed by the laws of the State of Maryland.
6. The advertiser shall indemnify and hold harmless Milestone Media Group, Inc., its agents and employees, from and against any and all actions, claims, liabilities, demands, costs and expenses, including costs and attorney fees, from the publication of advertising material, or the content of any text, illustrations or copyrights, furnished by the advertiser.