

# Electronic AD SPECIFICATIONS

All materials are due by closing date unless extended by publisher in writing in advance. Hi-res, color proofs must be supplied for all ads submitted on disk or a proof will be produced at rates below.

**WE WORK ON A PC PLATFORM AND DO NOT ACCEPT ANY MAC OR NATIVE FILES.** THEREFORE, THE FOLLOWING SPECS MUST BE FOLLOWED IN ORDER FOR US TO ACCEPT YOUR AD.

**All artwork supplied MUST be in CMYK mode for color and GRAYSCALE for black and white.**

## 1. WE ACCEPT:

**A. PDF files - Making A PDF:** Please follow bleed specs (0.125") if they apply and set your paper width to 9.125" centered with registration marks turned on and off-set at 12 pt. Please make sure you create the PDF with "printer" settings, not "screen" settings.

**B. Hi-res (300dpi) EPS files** exported from Photoshop in **CMYK** mode.

**Size:** Your file(s) must be designed to the exact ad dimensions. We cannot resize when submitted in the above formats.

**Bleeds:** Any bleeds should be extended at least 1/8" off the page. Keep all live matter at least 3/8" inside of trim.

## 2. SENDING ADS VIA EMAIL or MAIL

**A. To send files via email: Files must be no larger than 5MB.** Ads MUST have the name of the publication and advertiser in the subject. Send your file formatted as a PDF file to: [tricia.conte@newenglandbride.com](mailto:tricia.conte@newenglandbride.com)

**B. To send files via mail:** If mailing a CD or DVD, label with ADVERTISER NAME and PUBLICATION the AD will be run in. Save AD as #1 indicates. When submitting an AD via mail, include a color laser printout.

## 3. ELECTRONIC FILE ACCEPTANCE:

The advertiser/agency assumes all responsibility for supplied files that fail to output properly, contains errors or provides unacceptable results. We will make every effort to discover problems in the file pre-flight stage but accept no responsibilities for errors detected or not detected. Digital images supplied by the advertiser/agency are the exclusive responsibility of the customer and we accept no responsibility for the color accuracy or quality on these files. We will reproduce color from your submitted files as closely as possible adhering to the SWOP specifications. Due to the limitations of the printing process, we cannot guarantee an exact color match. But, in order to achieve the closest color possible to your original, we **DO require a hi-quality color proof to accompany your electronic ad.** (Glossy stock preferably from an Imitation Rainbow, 3M or Iris - high end ink-jets or lasers acceptable)

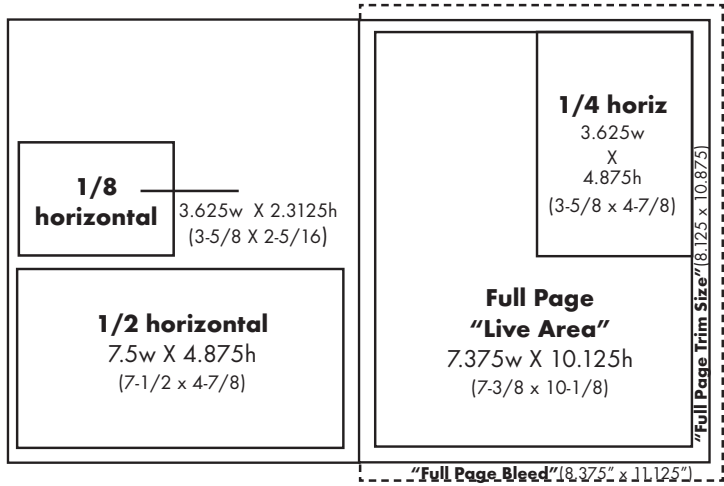
## 4. ADDITIONAL CHARGES:

Any ad submitted that doesn't meet the above guidelines will be charged according to our standard rates (see #5).

## MAGAZINE TRIM SIZE:

8-1/8" x 10-7/8" (8.125 x 10.875)

FULL PAGE W/ BLEEDS: 8-3/8" x 11-1/8" (8.375" x 11.125")



## 5. ADDITIONAL PRODUCTION CHARGES:

Item	Charge	Description
1.	\$25	Color Ink-Jet/Laser proof
2.	\$75	Match Print /High-end output
3.	\$75	Type change on existing ad(including. typesetting).
4.	\$75	Each b/w photo <b>or</b> to change a b/w photo in existing ad (including. scanning & touch-up)
5.	\$150	Each 4-color photo <b>or</b> to change a 4-color photo in existing ad (include scanning & color correction).
6.	\$75	Each b/w artwork or logo for use in an ad (including. scanning & proof).
7.	\$150	Each piece of colorized artwork or logo for use in an ad (include scanning, colorizing and proof).
8.	\$20	Duplicate negative or conversion negatives - per color.
9.	\$75	Each duplicate b/w or color photograph, slide or transparency up to 8x10.
10.	\$30	Silhouettes - per color
11.	\$200+	B/W Logo design with disk delivered for advertisers unlimited use start at \$200
12.	\$400+	2/c or 4/c Logo design with disc, plus proof delivered for advertisers unlimited use start at \$400
13.	\$200	Ad supplied on disk by advertiser. All fonts, logos, images, and 4/c proof of ad must be included. Display ads only - subject to advance approval by publisher.
14.	\$100	Burn existing hi-res ad onto cd for use in other publications

*These rates are subject to change without notice, and subject to terms and conditions on advertising rate card, back of this sheet, and in each issue of the magazine.*

## Please Deliver all Materials to:

New England Bride, Inc  
Attn: Tricia Conte  
183 High Street  
Reading, MA 01867  
Associate Art Director

## QUESTIONS: Contact

Tricia Conte  
**1.781.856.5621**  
email address:  
[tricia.conte@NewEnglandBride.com](mailto:tricia.conte@NewEnglandBride.com)