

LEADERS

59 EAST 54 STREET • NEW YORK 10022 • 212 758-0740 • FAX: 212 593-5194

Digital Ad Submission Specifications

Page Dimensions

Full-Page Ads

- Trim size: 10.0 x 12.0 inches (25.4 x 30.48 cm)
- All bleeds must extend 0.125 inches (0.3175 cm) beyond the trim.
Bleed size: 10.25 x 12.25 inches (26.035 x 31.115 cm)
- Please keep all live material 0.5 inches (1.27 cm) from all trim.
Live area: 9.0 x 11.0 inches (22.86 x 27.94 cm)
- Page dimensions must be the trim size plus 1.0 inch (2.54 cm). Standard trim, bleed, and center marks must be included and offset to 12 points (0.167 inches, 0.423 cm), so that they fall completely outside the bleed area.
- Please save pages as single-page units only. Spread pages should be saved as two (2) single-page units. Allow a gutter allowance of 0.38 inch (0.965 cm) - 0.19 inch (0.483 cm) on either side of the gutter - for copy that runs across the pages.

Special Format

- Fractional Page Ads (For Special Sections Only)

	Inches			Centimeters		
Half-Page Horizontal	8.833	x	5.417	22.44	x	13.758
Half-Page Vertical	4.33	x	11.00	11.00	x	27.94
Quarter Page	4.33	x	5.417	11.00	x	13.758

File and Naming Conventions

- Please have all files in one folder.
- Do not use any special characters (\$, %, !, etc.).

Media

- Please provide your file via industry standard, Mac format CD addressed to:
David W. Schner
President & Executive Editor
LEADERS Magazine
59 East 54th Street
New York, NY 10022
USA
Tel: 212-758-0740

- Any files compressed with an application like StuffIt or Zip should be saved as a self-extracting archive.
- Each disk should be clearly labeled with customer name (LEADERS), client name, date, and should have a printed directory of its contents.

Digital File Format

Following is the recommended digital file format that will be accepted with no additional costs.

PDF/X1a Specifications

- All high-resolution images and fonts *MUST* be embedded when the PDF/X1a file is saved.
- Only use Type 1 Fonts – (No TrueType fonts or Font substitutions).
- Images *MUST* be SWOP (CMYK or Grayscale) TIFF or EPS between 266 and 400 dpi.
- No RGB or JPEG Images
 - Do NOT nest EPS file into other EPS files.
 - Do NOT embed ICC Profiles within images.
- Total area density should not exceed SWOP 300% TAC [Total Area Coverage]
- Right reading, Portrait mode, 100% size, No rotations
- Standard trim, Bleed, and Center marks in all separations, 12 points (0.167 inches, 0.423 cm) outside the trim area (NO marks included in the “live” image area)

Proofs

- Digital proof (Color or B/W) which represents the final digital file.
- Color guidance for press run – digital, press, or off-press proofs which meet SWOP specifications
- Include a 6m 5%, 25%, 75%, 100% C, M, Y, K patch strip for quality control.

Miscellaneous

- New files and proofs will be requested in the event supplied material does not conform to Digital Ad Submission Specifications.
- Disks will not be returned unless written instructions are given.
- LEADERS will not be held responsible for quality reproduction when specifications are not met.
- LEADERS reserves the right to alter files that do not conform to specifications.
- LEADERS is printed on a web offset press and perfect bound.

For alternative file specifications or production questions, please contact Robert Carito at LEADERS Magazine at 212-758-0740 or rcarito@leadersmag.com. For all other questions, please contact David Schner at 212-758-0740 or dschner@leadersmag.com.