LEADERS

Advertising Specifications

Submit ads in PDF/X-1a:2001 format to David Schner at dschner@leadersmag.com or via FTP at host id: 66.113.131.70, user: leaders.ftp, password: leaders.ftp. Be sure to include BLEED (0.125 inches, 0.3175 cm on each side) should creative call for it. Offset any printer marks by at least 12 points (0.167 inches, 0.423cm). 300 DPI resolution is required at 100 percent. Four-Color (CMYK) and Grayscale creative are supported (no spot colors, RGB, LAB, or ICC color profiles). Please include the client name in the file name.

Ad Size	Trim – Inches	Bleed - Inches	Live Area - Inches
Full Page	10 x 12	10.25 x 12.25	9 x 11
Spread *	20 x 12	20.25 x 12.25	19 x 11

Ad Size	Trim – CM	Bleed - CM	Live Area - CM
Full Page	25.4 x 30.48	26.035 x 31.115	22.86 x 27.94
Spread *	50.8 x 30.48	51.435 x 31.115	48.26 x 27.94

*Submit as two separate pages. 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.

Proof Submission (Optional)
- Color guidance for press run – digital, press, or off-press proofs which meet SWOP specifications
- Include a CMYK color control bar for quality control.
- If a color proof is not supplied, the ad will print to SWOP specs and the publisher cannot be responsible if the color does not match the client's expectations.

Send proofs to:
    David W. Schner
    President & Executive Editor
    LEADERS Magazine
    59 East 54th Street
    New York, NY 10022, USA
    Tel: 212-758-0740

For alternative file specifications or any production questions, please contact
Darrell Brown at 212-758-0740; dbrown@leadersmag.com.

For all other questions, please contact
David Schner at 212-758-0740 or dschner@leadersmag.com.