

# Digital Specs

## PRESS-READY MATERIALS

Photography: Peter Murry.

### PRODUCTION CONTACT INFORMATION

55 Park Place, Box 920  
Morristown, NJ 07963-0920  
Attn: Babette Reynolds  
Advertising Production Manager  
973-539-8230 ext 4917  
production@njmonthly.com

### UPLOAD TO OUR FTP SERVER

FTP Upload Checklist and Instructions are available on our Web site, [www.njmonthly.com](http://www.njmonthly.com), under "Advertising."  
Please call us if you have questions on uploading to our server.

### ADS ARE NOT ACCEPTED VIA E-MAIL.

### PDFS

Ads must be sized exactly.  
Output to be hi-res – 300 dpi.  
Must be CMYK • Embed all fonts/images.

### REMINDERS:

#### FONTS

All fonts (screen & printer) must be included.

#### COLOR

All files must be CMYK. Any RGB or PMS files will be automatically converted to CMYK and may result in color shifts.

#### IMAGES

Image/Ad resolutions of 300 dpi recommended.  
(We cannot guarantee the quality of images from a Web site).  
Save B/W images as grayscale or bitmap images.

### DIGITAL DEADLINES

(All material is expected to be received by 3 PM on deadline day.)

ISSUE	DEADLINE	ISSUE	DEADLINE
Jan '09	11/24	Jul '09	5/21
Feb '09	12/19	Aug '09	6/25
Mar '09	1/26	Sep '09	7/27
Apr '09	2/24	Oct '09	8/27
May '09	3/23	Nov '09	9/28
Jun '09	4/20	Dec '09	10/26

### AD SIZES

	W x D/inches	W x D/decimals
Full Page . . . . .	7 x 10 . . . . .	7 x 10
Full Page Bleed. . . . .		see below
Double Page Spread . . . . .		see below
2/3 Page (vertical) . . . . .	4 1/2 x 10 . . . . .	4.5 x 10
1/2 Page (vertical). . . . .	4 1/2 x 7 1/2 . . . . .	4.5 x 7.5
1/2 Page (horiz) . . . . .	7 x 4 7/8 . . . . .	7 x 4.875
1/3 Page (vertical) . . . . .	2 3/16 x 10 . . . . .	2.187 x 10
1/3 Page (square). . . . .	4 1/2 x 4 7/8 . . . . .	4.5 x 4.875
1/6 Page (vertical) . . . . .	2 3/16 x 4 7/8 . . . . .	2.187 x 4.875
1/6 Page (horiz) . . . . .	4 1/2 x 2 3/8 . . . . .	4.5 x 2.375
1/12 Page (SWD). . . . .	2 3/16 x 2 3/8 . . . . .	2.187 x 2.375
1/12 Page (other). . . . .	2 1/4 x 2 1/4 . . . . .	2.25 x 2.25
1/24 Page . . . . .	2 3/16 x 1 . . . . .	2.187 x 1

### FULL PAGE BLEED & SPREAD DIMENSIONS:

Bleed . . . . .	8 3/8 x 11 1/8 . . . . .	8.375 x 11.125
Trim . . . . .	8 1/8 x 10 7/8 . . . . .	8.125 x 10.875
Safety. . . . .	7 5/8 x 10 3/8 . . . . .	7.625 x 10.375
(1/4 inch from trim all sides)		
Double Page Spread . . . . .	create as two full page bleed ads	

# \*How to upload your PDF file to a FTP server

# New Jersey

MONTHLY

## Please Note

- Upload **300 dpi, PDF** files only
- The FTP site will NOT accept FOLDERS
- Name all files with the **ADVERTISER'S NAME**  
*DO NOT NAME FILES "The name of our magazine"*
- Wait until file(s) are DONE uploading  
*Closing the application early may stop the upload. You will NOT be able to see inside the folder*

## Check List

- ✓ Upload ad, Then: **MUST SEND EMAIL** to corresponding magazine with the following information:
- ✓ EMAIL Subject Line should read:  
FTP Upload for (CLIENT NAME)
- ✓ FILE NAME as it appears on the FTP
- ✓ SIZE/SHAPE/COLOR of ad
- ✓ ISSUE DATE ad in running
- ✓ CONTACT INFORMATION of person if we need to speak to if any problems occur.  
*Include: phone number and email address*

*Ads will NOT be processed without this information*



## MAC Instructions

- Use an FTP client, such as TRANSMIT, FETCH, CYBERDUCK, etc.
- **FTP SETTINGS:**
  - **New Jersey Monthly**  
**Host:** ftp.njmonthly.net  
**User ID:** njmftp  
**Password:** 1176njm
- Copy and paste, or drag, your files INTO the UPLOADS folder

## PC Instructions

- **Select:** WINDOWS EXPLORER (*not INTERNET Explorer*) from your All Programs/Accessories menu
- Type this address into your address bar for:
  - **New Jersey Monthly**  
**ftp://njmftp:1176njm@ftp.njmonthly.net/**
- Hit Enter
- Copy and paste, or drag, your files INTO the UPLOADS folder

## Questions?

If you have questions regarding our FTP site, please call:

**Babette Reynolds**  
Advertising Production Manager  
**973-539-8230 x4917**