

AD SPECS & MECHANICAL REQUIREMENTS

Mother Jones is produced with digital “file to plate” technology. Please pay careful attention to the following guidelines for advertising art.

PLEASE DO

* Mother Jones’ preferred file format for advertising materials is **PDF/X-1a**, a file type with embedded specifications that are off-set printing compliant. For instructions on how to create a PDF/X-1a file, please visit www.prepressure.com/pdf/basics/pdfx-1a or call the Mother Jones production staff.

- supply artwork via email as a PDF/X-1a* or Mac InDesign (CS2, CS3) or Quark (5.0 or 6.0) file
- provide all necessary fonts, including printer and screen fonts
- provide all necessary images as TIFF or EPS files, in CMYK format, 300 dpi at print size
- specify all colors as standard process color (CMYK)
- send a hard copy proof with: match print or Kodak approval for color ads, photostat or laser print for B&W
- double-check that your ad is to the proper dimensions
- send your work in on time!

If you cannot meet the above requirements, we can accept Photoshop TIFF files or Illustrator EPS files.

PLEASE DO NOT

- supply fonts or images that are not part of your ad
- provide laser printer output or photocopied material as “camera-ready” artwork
- supply artwork with PMS colors. For one additional PMS color, a minimum cost of approximately \$1,200 is incurred.

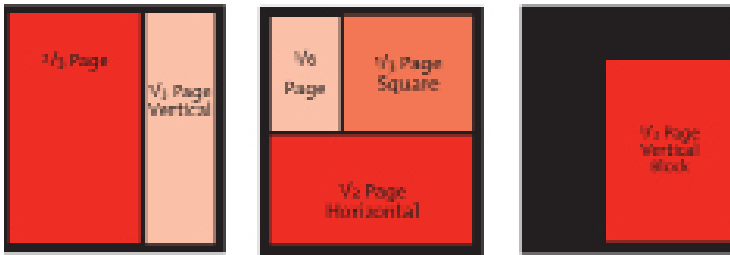
NOTE: For materials supplied requiring sizing to standards or mechanical labor, conversion to CMYK, substitution for missing fonts, etc., a \$50 flat fee will apply.

PRINTING INFORMATION

Web offset printing process, 150-line screen. Magazine is saddle-stitched.

Page trim size is 8”w x 10.5”h, with a bleed size of 8.38”w x 10.88”h.

Please keep all type 1/4” from trimmed edges.



BLEED ADS

SPREAD AND FULL-PAGE ADS ONLY

SPREAD

Trim: 16”w x 10.5”h

Bleed: 16.5”w x 10.88”h

Safety: 15.5”w x 10”h

FULL PAGE

Trim: 8”w x 10.5”h

Bleed: 8.38”w x 10.88”h

Safety: 7.5”w x 10”h

NON-BLEED ADS

FULL PAGE 7.13”w x 9.5”h

2/3 page 4.67”w x 9.13”h

1/2 page horizontal 7.08”w x 4.5”h

1/2 page vertical block 4.67”w x 7.25”h

1/3 page vertical 2.25”w x 9.13”h

1/3 page square 4.67”w x 4.5”h

1/6 page vertical 2.25”w x 4.5”h

SEND MATERIALS TO:

Claudia Smukler

Production Manager

415 321 1700, ext. 212

creatives@motherjones.com

Mother Jones Magazine

222 Sutter Street, Suite 600

San Francisco, CA 94108

Ads may be submitted via FTP.

Contact your ad sales

representative for instructions.