

# METROPOLIS

METROPOLIS MAGAZINE > 61 WEST 23RD STREET, NEW YORK, NY 10010 > T 212.627.9977 > F 212.627.9988 > WWW.METROPOLISMAG.COM

## Production – Ad Specifications

**PAGE TRIM SIZE:** 9" wide x 10.75" high

### BLEED:

- > Bleed ads are accepted only for full page, two-thirds page vertical, half page vertical, half page horizontal, and one-third page vertical ads.
- > ALL ads which bleed will be charged an additional 15% to the gross rate.
- > Fractional bleed ads should be supplied with left-hand and right-hand page versions.
- > Bleed area must extend at least 0.125" beyond the trim on each side.
- > **BLEED SAFETY:** Keep live elements (e.g., text) 0.375" from trim on all sides.

**GUTTER SAFETY FOR SPREAD ADS:** hold live matter .375" from each side of the gutter.

SIZE	BLEED	WIDTH	HEIGHT	
Full page	Bleed 4 sides	9.25"	11"	Trims to 9" x 10.75"
Full page	Non-bleed	8"	9.875"	
2-page spread	Bleed	18.25"	11"	Trims to 18" x 10.75"
2-page spread	Non-bleed	17.25"	9.875"	
2/3 page vertical	Bleed*	5.75"	11"	Trims to 5.625" x 10.75"*
2/3 page vertical	Non-bleed	5.25"	9.875"	
1/2 page vertical	Bleed*	4.5"	11"	Trims to 4.375" x 10.75"*
1/2 page vertical	Non-bleed	3.875"	9.875"	
1/2 page horizontal	Bleed**	9.25"	5.375"	Trims to 9" x 5.25"***
1/2 page horizontal	Non-bleed	8"	4.75"	
1/3 page vertical	Bleed*	3"	11"	Trims to 2.875" x 10.75"*
1/3 page vertical	Non-bleed	2.5"	9.875"	
1/3 page horizontal	Non-bleed only	5.25"	4.75"	
1/4 page	Non-bleed only	3.875"	4.875"	
1/6 page	Non-bleed only	3.875"	3.125"	
1/8 page vertical	Non-bleed	1.875"	4.5"	

\* Bleeds top, bottom and one side only.

\*\* Bleeds both sides, and either top or bottom only.

### METROPOLIS IS PRINTED ON A WEB-OFFSET PRESS USING FOUR PROCESS COLORS

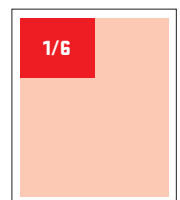
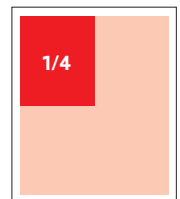
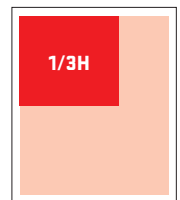
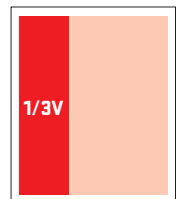
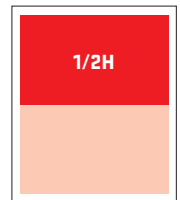
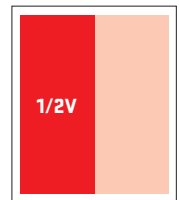
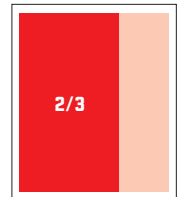
Digital files with SWOP standard contract proofs output from final digital file at 100% with color bars are required. (See next page for more information on proof requirements.)

### PREFERRED AD FILE FORMATS (SWOP STANDARDS APPLY)

- > **METROPOLIS STRONGLY PREFERS A HIGH RESOLUTION PDF OR PDF X-1A FILE** with high-resolution graphics and fonts embedded. Must be CMYK; do not use RGB, JPEG, or nested EPS files. (If native documents and support files are supplied as a backup in a separate folder, they should be clearly indicated as such).
- > **NOTE:** if submitting a PDF of a bleed ad, the finished PDF must be prepared to the bleed size, rather than the trim size. Please include crop marks.

### OTHER ACCEPTABLE FILE FORMATS

- > PDF X-1a (preferred) > InDesign > Illustrator. "Package" the document to include all fonts and images. All images must be high-resolution (300 pixels per inch or better). We do not accept Quark 7 files or JPEGs.



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## Production – Ad Preparation Instructions

### FILE PREPARATION

- > All files should be set up as single pages, not spreads.
- > Right reading, portrait mode, 100%, no rotations.
- > All images must be in CMYK mode.
- > Spot and RGB colors must be converted to CMYK. PMS matched colors will be converted to process colors (unless fifth color is requested, for an additional \$750). METROPOLIS is not responsible for color accuracy in ads that have been converted from RGB or Spot colors.
- > For reverse, fine, or small type, use only one color. METROPOLIS is not responsible for legibility in type smaller than 10 pt (12 pt serif) in more than one process color.
- > Use only Type 1 or OpenType fonts. All fonts must be provided.
- > METROPOLIS may place borders around ads with no rules or ads that are incorrectly sized.

### PROOFS

- > **FULL PAGE AND SPREAD ADS REQUIRE A CONTRACT DIRECT DIGITAL COLOR PROOF**, calibrated to SWOP specifications and output from the supplied final digital file at 100%.
- > **IF AN ACCEPTABLE CONTRACT PROOF IS NOT SUPPLIED, ADVERTISER WILL BE BILLED FOR A COLOR PRESS CHECKING PROOF: \$75 FOR EACH FULL PAGE. COLOR PROOFS FOR FRACTIONAL ADS WILL BE SUPPLIED ONLY ON REQUEST, THE CHARGE IS \$35.**
- > Preferred proofs: Kodak Approval, Epson, Polaroid Polaproof, or Fuji.
- > Continuous tone/non-half-tone proofs will be acceptable if SWOP calibrated.
- > All proofs must include Standard GATF Offset Color Bars/Exposure Scales.
- > Color laser print-outs (even on photographic paper) are not considered accurate for color and are not acceptable, except for content.
- > “For Content Only” proofs must be supplied if changes have been made that are not reflected on the color contract proof.
- > Ruled proof or crop marks indicating trim size must be provided for positioning, or ad will be centered.  
**Fractional ads should be set up exactly to published size requirements.**
- > Due to press deadlines, proofs made by *Metropolis* for ad materials received more than 5 business days after the close may not be available for client approval.
- > METROPOLIS is not responsible for color accuracy in ads supplied without an acceptable proof.

### AD MATERIAL DELIVERY

- > Full Page and Spread ads should be delivered on CD with a proof to 61 West 23rd Street, 4th Floor, New York, NY 10010, Attn: Advertising Production.
- > Fractional ads may be emailed to [pstumpf@metropolismag.com](mailto:pstumpf@metropolismag.com) if the zipped file size is less than 10 MB. Otherwise, files can be sent to the above address.
- > Late ads or large files may be submitted via FTP. Please note that a proof charge will apply (see below).

### FTP INSTRUCTIONS

**HOST:** [ftp.metropolismag.com](ftp://ftp.metropolismag.com)

**USER:** metro

**PASSWORD:** met620

- > Use software such as Fetch, FileZilla, SmartFTP, or Yummy. Some of these programs are free to download and use. FTP sites do not work from a web browser.
- > Open “Ads” folder, then place files in “Incoming” folder.
- > Create a stuffed or zipped archive before sending.
- > When naming the file, please use your company’s name and the issue in which the ad will run.
- > When you have uploaded the ad, you must send an email with the name of the file and the advertiser to Paul Stumpf: [pstumpf@metropolismag.com](mailto:pstumpf@metropolismag.com).
- > **NOTE: Metropolis must make a SWOP standard contract proof (for on-press color quality checking) for every full page ad received via FTP. If an acceptable contract proof is not supplied within two business days after receipt of the file, advertiser will be billed for a color press checking proof: \$75 for full pages.** Fractional ads will go direct-to page unless a proof is requested; proof charge is \$35 for fractional ads. For ads received via FTP within 5 business days after the close date, proofs made by Metropolis can be sent to the advertiser for approval upon request. Due to press deadlines, proofs made by Metropolis for ads received via FTP more than 5 business days after the closing date (including ads granted extensions) cannot be sent for client approval.

For general questions, contact Paul Stumpf at 212.886.2526 or [pstumpf@metropolismag.com](mailto:pstumpf@metropolismag.com).

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## National Trade 2010 Ad Rates 29NT

### Rates effective January 1, 2010 with the January 2010 issue

Applicable to national companies

BLACK & WHITE	1X	4X	7X	11X
2-Page Spread	\$15,270	\$ 14,505	\$14,190	\$13,445
Full page	\$8,035	\$7,635	\$7,475	\$7,085
2/3 page	\$6,730	\$6,405	\$6,270	\$5,935
1/2 page	\$5,235	\$4,965	\$4,865	\$4,610
1/3 page	\$3,760	\$3,570	\$3,485	\$3,295
1/4 page	\$2,830	\$2,685	\$2,625	\$2,490
1/6 page	\$ 1,515	\$ 1,445	\$1,415	\$1,330

TWO COLOR	1X	4X	7X	11X
2-Page Spread	\$18,140	\$17,240	\$16,870	\$15,975
Full page	\$9,545	\$9,090	\$8,880	\$8,415
2/3 page	\$8,325	\$7,900	\$7,735	\$7,320
1/2 page	\$6,465	\$6,145	\$6,015	\$5,690
1/3 page	\$4,645	\$4,415	\$4,325	\$4,105
1/4 page	\$3,485	\$3,315	\$3,250	\$3,075
1/6 page	\$1,870	\$1,775	\$1,740	\$1,665

FOUR COLOR	1X	4X	7X	11X
2-Page Spread	\$22,900	\$21,730	\$21,285	\$20,110
Full page	\$12,030	\$11,435	\$11,210	\$10,590
2/3 page	\$10,485	\$9,965	\$9,745	\$9,225
1/2 page	\$8,485	\$8,050	\$7,890	\$7,465
1/3 page	\$6,100	\$5,795	\$5,675	\$5,370
1/4 page	\$4,585	\$4,370	\$4,255	\$4,045
1/6 page	\$2,450	\$2,340	\$2,295	\$2,160
*1/8 page	\$1,780	\$1,700	\$1,670	\$1,570

\* Special Catalog Sections only

#### BLEED

15% additional to gross rate; see Ad Specifications for available ad sizes.

#### COVER POSITION

20% additional to gross rate; non-cancellable.

#### PREMIUM POSITION

15% additional to gross rate; non-cancellable—consult your representative for availability.

#### RESERVED POSITION

10% additional to gross rate; non-cancellable—consult your representative for availability.

Second color will be matched as closely as possible using process color combinations (cyan, magenta, yellow, black). For precisely matched inks, metallic or fifth color, an additional \$750 will be charged.

#### All rates are GROSS

Contact your METROPOLIS representative for details.