

ADVERTISING MECHANICAL REQUIREMENTS

— ACCEPTABLE FILES —

- **Adobe Acrobat PDF**—Prepared as high resolution with fonts embedded.
- **Adobe Illustrator**—Convert type to outlines, save as a PDF file.
- **Adobe Photoshop**—JPG, EPS (with 8-bit/preview, binary encoding, & all boxes unselected in Save Options window), TIF (no compression, Macintosh Byte Order selected in TIF Options window).
- **Adobe InDesign**—Export as a Press Quality PDF that is Adobe Acrobat 4 compatible.
- AppleWorks, QuarkXpress, Microsoft Powerpoint, Microsoft Publisher, Microsoft Word, Corel, Pagemaker or Word Perfect are NOT acceptable files.

— ELECTRONIC FILE GUIDELINES —

- **ALL COLOR CONTENT MUST BE IN CMYK MODE.** Pantone, RGB and Lab colors are not accepted.
- No crop marks or printer's marks. A 0.25" bleed on all sides for full page ads and 2-page spreads only, no bleed on any other size ads.
- All images should be minimum 300dpi and submitted as PDF, JPG, TIF or EPS files. Bitmapped images should be minimum 800dpi. Website images and logos are low-resolution and NOT acceptable.
- Submit ads via e-mail to your marketing consultant. Include contact info in case of problem with file.
- Vicinity Media Group is not responsible for printing errors occurring from other types of files.

Proofs will be provided for ads requiring production work. It is the advertiser's responsibility to review proofs immediately for accuracy. Vicinity Media Group is not responsible for errors not caught by the advertiser.

All artwork created by Vicinity Media Group remain property of Vicinity Media Group and may not be reprinted without permission.

All ad placements are to be determined by Vicinity Media Group, unless otherwise noted (i.e. premium position).

VICINITY MEDIA GROUP

165 PASSAIC AVENUE, SUITE 107, FAIRFIELD, NJ 07004

Office: 973-276-1688 Fax: 973-276-1466

AD SIZES	width x height (in inches)
2-PAGE SPREAD	
Live/Safety	(.375) 15.75 x 10
Trim Size	16.5 x 10.75
Bleed Document Size	(.25) 17 x 11.25
FULL PAGE	
Live/Safety	(.375) 7.5 x 10
Trim Size	8.25 x 10.75
Bleed Document Size	(.25) 8.75 x 11.25
2/3 STANDARD	4.9583 x 9.75
1/2 VERTICAL	3.6875 x 9.75
1/2 HORIZONTAL	7.5 x 4.8125
1/3 VERTICAL	2.4167 x 9.75
1/3 HORIZONTAL	7.5 x 3.1667
1/3 STANDARD	3.6875 x 6.4583
1/3 SQUARE	4.9583 x 4.8125
1/4 STANDARD	3.6875 x 4.8125
1/6 HORIZONTAL	3.6875 x 3.1667
1/6 VERTICAL	2.4167 x 4.8125
1/8 HORIZONTAL	3.6875 x 2.3438
1/12 SQUARE	2.4167 x 2.3438

DETACHED CARD SPECS

FRONT SIDE:

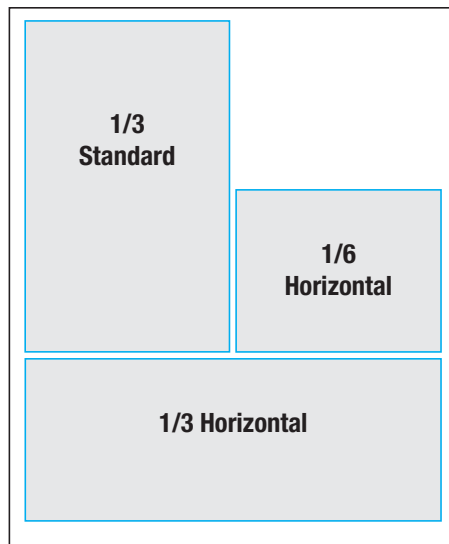
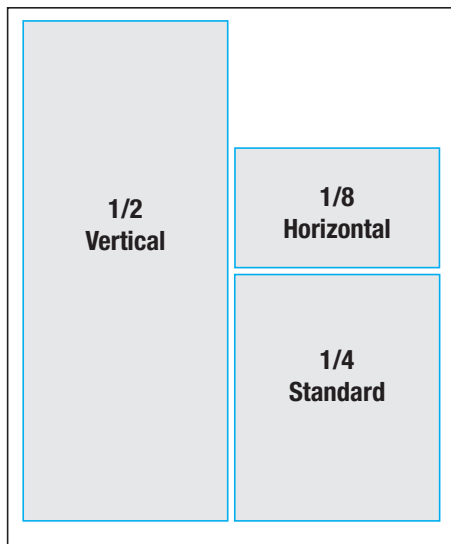
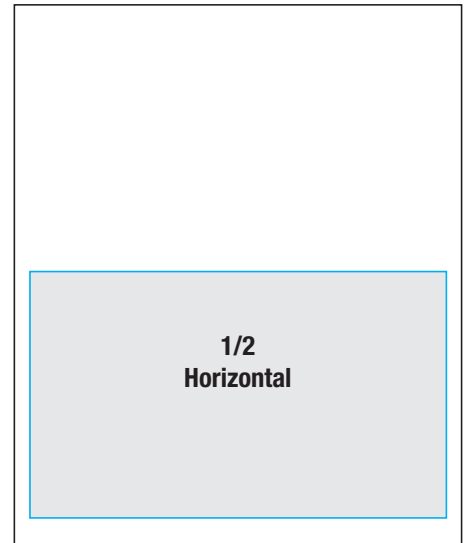
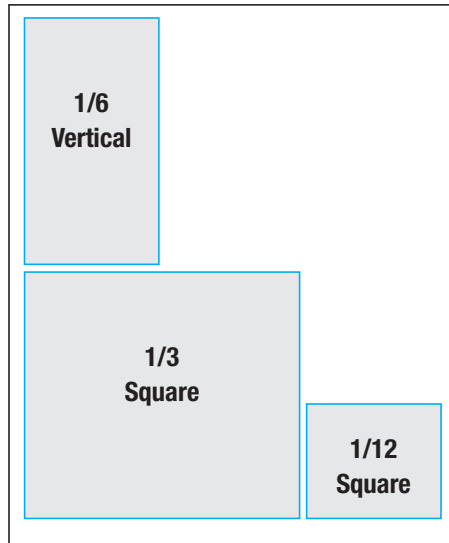
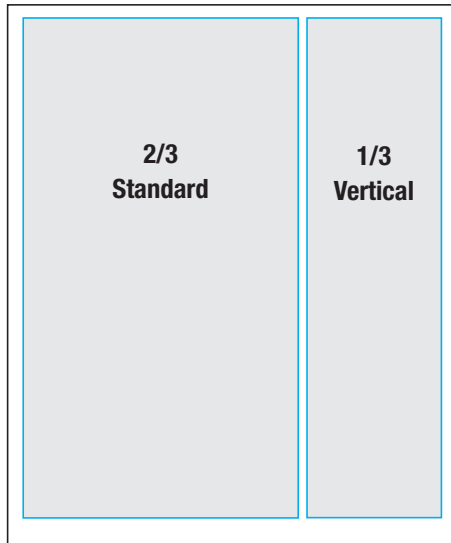
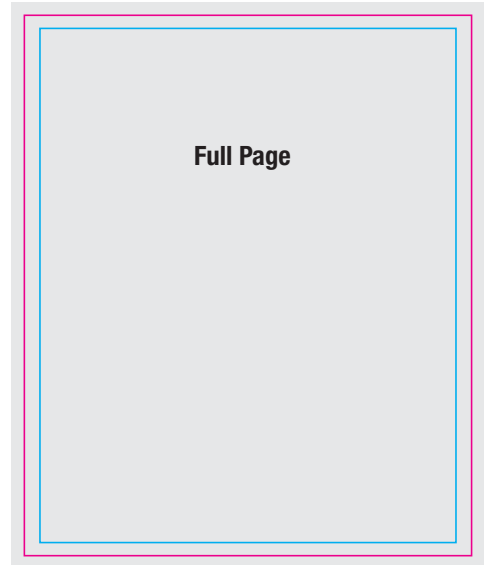
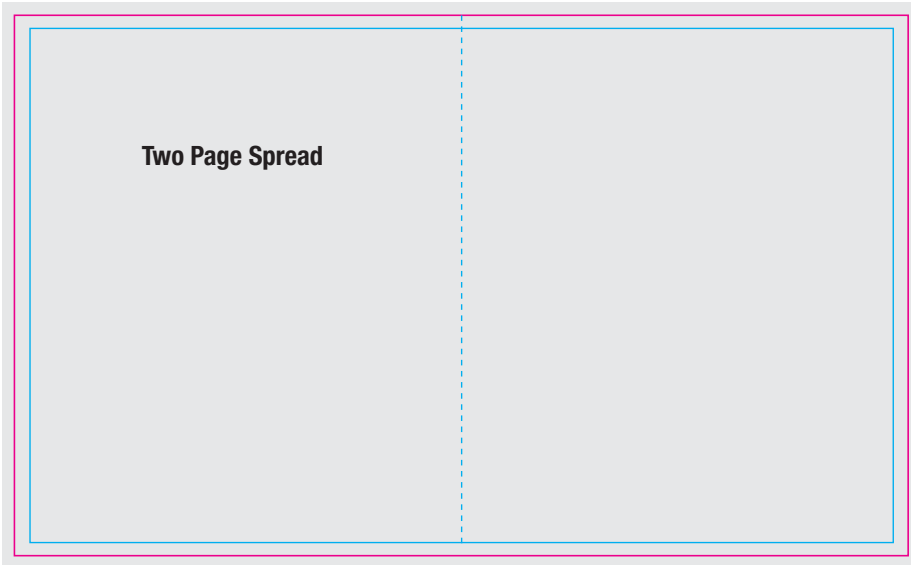
Trim size: 8 x 5
 with bleed: 8.25 x 5.25
 Please keep all text at least 0.125"
 inside the cut-line.

BACK (ADDRESS LABEL) SIDE:

Same specs as front but the right 4" must stay blank for the postage/address label

Suburban Essex & VICINITY

MAGAZINE



VICINITY
MEDIA GROUP
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Fairfield, NJ 07004
973-276-1688