

# PRINT SPECIFICATIONS

AD SIZES	NON-BLEED	BLEED*	TRIM*	LIVE AREA*
Spread	14 7/8" x 10"	16" x 10 3/4"	15 3/4" x 10 1/2"	15 1/8" x 9 7/8"
Full page	7" x 10"	8 1/8" x 10 3/4"	7 7/8" x 10 1/2"	7 1/4" x 9 7/8"
2/3 vertical	4 5/8" x 9 1/2"	5 1/4" x 10 3/4"	5" x 10 1/2"	4 3/4" x 9 7/8"
1/3 vertical	2 1/4" x 9 1/2"	2 7/8" x 10 3/4"	2 5/8" x 10 1/2"	2" x 9 7/8"
1/3 square	4 5/8" x 4 5/8"	n/a		
1/2 page horiz. (standard)	6 3/4" x 4 5/8"	8 1/8" x 5 3/8"	7 7/8" x 5 1/4" **	1/4" from trim
1/2 spread horizontal	14 5/8" x 4 5/8"	16" x 5 3/8"	15 3/4" x 5 1/4" **	1/4" from trim
1/2 page digest	call for size			** no top bleed for 1/2 page ads
1/6 page vert. (standard)	2 1/4" x 4 5/8"			
1/6 page horizontal	call for size			
1/12	2 1/4" x 2 1/4"			
1 inch	2 1/4" x 1"			

## \*LIVE AREA, SAFETY, AND TRIM FOR BLEED ADS

Trim Size 7 7/8" x 10 1/2"

Keep live matter 1/4" from trim, 3/8" from bleed edge.

Gutter safety 1/4"

- » For spread bleed ads, supply separate proof ruled with trim marks to show position on page.
- » Follow placement and approval guidelines for all bleed ads in the online ad portal, <https://theatlantic.sendmyad.com>.
- » PDF diagrams of bleed layouts available at <http://www.theatlantic.com/adspecs>.

## FILE FORMAT

File: PDF x1a preferred. All graphics minimum 300dpi.

Color: 4-Color Process; Matched: GAA/SWOP.

5th cylinder available upon approval; premium charge applies.

Incorrectly supplied spot colors will be converted to process.

Total combined density should not exceed 280%.

Materials specifications also available online at [www.theatlantic.com/adspecs](http://www.theatlantic.com/adspecs).

## MATERIALS/PROOFS

Submit all files online: <https://theatlantic.sendmyad.com>.

If more than one file is uploaded, *The Atlantic* will use the most recent and delete all duplicates.

Proofs: Ads submitted without a SWOP-standard proof waive the right to question color/reproduction.

Send two SWOP proofs (or one and color copy) to:

Jennifer Farmer  
 Production Manager  
*The Atlantic*  
 600 New Hampshire Ave NW  
 Washington, DC 20037  
 202.266.7077

## INSERTS

*The Atlantic* must approve a proof prior to printing. Please call John Kefferstan at 202.266.7076 for specifications, deadlines, and delivery instructions.

## CONTACTS

E-mail: [atlantic\\_production@theatlantic.com](mailto:atlantic_production@theatlantic.com)

Split Distribution, Inserts, and Manufacturing:

John Kefferstan, Production Director

Phone: 202.266.7076

Materials Questions/Extensions/Ad Portal/Delivery:

Jennifer Farmer, Production Manager

Phone: 202.266.7077

## GENERAL INFORMATION

Frequency: Published 10 times a year, with double issues in January/February and July/August, plus a Fiction Issue, by:

The Atlantic Monthly Group  
 600 New Hampshire Avenue NW  
 Washington, DC 20037  
 phone: 202.266.6000

Printing process: Offset Full Run, 133 line screen

Binding: Perfect Bound

Layouts: 2 and 3 columns