

# NATIONAL GEOGRAPHIC MAGAZINE 2008 ADVERTISING SPECIFICATIONS

## I. CLOSING DATES

2008 ISSUE DATES	Special Gate, Paper, or NGM- Printed Units Orders Due	STANDARD CLOSING (Orders & Materials Due)	Supplied Units Due to Bindery	Newsstand On Sale Dates*
January	09/02/07	11/01/07	11/15/07	12/25/07
February	10/02/07	12/03/07	12/15/07	01/29/08
March	11/01/07	01/02/08	01/15/08	02/26/08
April	12/03/07	02/01/08	02/15/08	03/25/08
May	01/02/08	03/03/08	03/15/08	04/29/08
June	02/01/08	04/01/08	04/15/08	05/27/08
July	03/03/08	05/01/08	05/15/08	06/24/08
August	04/02/08	06/02/08	06/15/08	07/29/08
September	05/01/08	07/01/08	07/15/08	08/26/08
October	06/02/08	08/01/08	08/15/08	09/23/08
November	07/02/08	09/02/08	09/15/08	10/28/08
December	08/01/08	10/01/08	10/15/08	11/25/08

\*In home delivery begins the 17<sup>th</sup> of the month, the month prior to issue date. All copies should be in member's hands by the 1<sup>st</sup> of the month, the month of issue date.

## II. PAGE DIMENSIONS

BLEED SPACE SIZES	BLEED	TRIM	LIVE
Full Page	7 1/8" x 10 1/4" 182 x 260 mm	6 7/8" x 10" 174 x 254 mm	6 1/8" x 9 1/4" 156 x 235 mm
Spread	14" x 10 1/4" 355 x 260 mm	13 3/4" x 10" 349 x 254 mm	13" x 9 1/4" 330 x 235 mm
1/2 Page Vertical	3 9/16" x 10 1/4" 90 x 260 mm	3 5/16" x 10" 84 x 254 mm	2 9/16" x 9 1/4" 65 x 235 mm
1/2 Page Horizontal	7 1/8" x 5 1/8" 182 x 130 mm	6 7/8" x 4 7/8" 174 x 124 mm	6 1/8" x 4 1/8" 156 x 105 mm
1/2 Page Spread	14" x 5 1/8" 355 x 130 mm	13 3/4" x 4 7/8" 349 x 124 mm	13" x 4 1/8" 330 x 105 mm

### NON-BLEED SPACE SIZES

Full	5 3/4" x 9" 146 x 229 mm
Spread	13" x 9" 330 x 229 mm
1/2 Page Vertical	2 3/4" x 9" 70 x 229 mm
1/2 Page Horizontal	5 3/4" x 4 1/4" 146 x 108 mm
1/2 Page Spread	13" x 4 1/4" 330 x 108 mm
1/4 Page	2 3/4" x 4 1/4" 70 x 108 mm
1/8 Page	2 3/4" x 2" 70 x 51 mm

### SPREAD SAFETY:

*Photo Crossover:* For photographs bleeding across the gutter, allow no safety.

*Text:* Split copy at gutter between words. Allow 1/8" (4 mm) from gutter on each side.

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## III. MATERIALS SPECIFICATIONS

### Data Formats

- PDFX1a file (Version 1.3)

#### Files Instructions / Standards

- Line Screen: 150
- Overprint black text
- Single page image should be no more than trim plus bleed
- Image, scans & Pantone colors must be in CMYK mode
- Keep color bars, registration and crop marks outside of 4C bleed area.
- Four color solids should not exceed SWOP density of 340%

#### Media Labeling

- Issue date, advertiser name and ad number
- Agency name, contact and phone number
- Vendor name, contact and phone number
- Directory printout of disk contents

### Proofing Requirements

- 2 proofs pulled from file supplied

#### Standards

- adherence to SWOP standards
- inclusion of IT8 Target on proof  
(for free download go to: [http://www.quadarm.com/publisher\\_sites/ngm/proofing.asp](http://www.quadarm.com/publisher_sites/ngm/proofing.asp) )
- inclusion of 6mm 100%, 75%, 50%, 25%, 05% C,M,Y,K patches
- name of proofing type included on proof

Note: A contract quality proof built to SWOP standards is required. By not providing a proof, the customer relinquishes National Geographic from all liability associated with the color quality of their printed ad.

## IV. MATERIALS SUPPLY

Please send digital files and two cropped color contract proofs to:

**Ms. Kelly Bartwitz**  
**Quad/Graphics Martinsburg**  
**855 Caperton Blvd**  
**Martinsburg, WV 25401**  
**304 260 7062**

If you prefer to send files electronically, please send directly to Quad via FTP. Two color proofs are still required. Email Mini Ignacio [mignacio@ngs.org](mailto:mignacio@ngs.org) with file name, advertiser, and issue date once file is uploaded.

#### FTP Instructions:

Site: <ftp.qg.com>  
Username: west\_virginia  
Password: quad  
Folder: QuadImaging/West\_Virginia/Incoming/Imaging

Note: unidentified files are wiped from server after 24 hours

## V. EXTENSIONS & QUESTIONS

Please contact Mini Ignacio at 202 775 6172 or [mignacio@ngs.org](mailto:mignacio@ngs.org)

For specs online please visit our printer's prepress website at [http://www.quadarm.com/publisher\\_sites/ngm/](http://www.quadarm.com/publisher_sites/ngm/)