

## ADVERTISING GUIDELINES 2020

914INC. works on a Macintosh platform and can accept the following types of files. If ads are supplied in other formats additional charges may be incurred.

### FILE TYPES ACCEPTED:

**Preferred file type is PDF/X-1a (CMYK only)**

### Other accepted file formats:

Adobe InDesign CC  
 Adobe Photoshop CC (TIFF preferred)  
 Adobe Illustrator CC (EPS preferred)

### Graphic Files:

All graphic files must be supplied in CMYK (not RGB or PMS), with a resolution of 300 dpi or higher. The file name must be the same as referenced in the InDesign document. If Illustrator or EPS files are supplied that include type, make sure it is converted to outlines, and include the fonts. No 4-color black type.

### Fonts:

Include all fonts for text and graphic files used in ad. You must include both the screen and printer fonts. We support Open Type fonts, Adobe Type 1 fonts and True Type fonts.

### Supplied Proof:

If ad is "color critical", supply SWOP-certified proof.

### DISPLAY SPACE ADVERTISING DIMENSIONS

Trim Size	8 3/16" (8.187")	x	10 7/8" (10.875")
Bleed Size	8 7/16" (8.437")	x	11 1/8" (11.125")
Image Area (Full)	7"	x	10"
2/3 Vertical	4 5/8" (4.625")	x	10"
1/2 Island	4 5/8" (4.625")	x	7 3/8" (7.375")
1/2 Horizontal	7"	x	4 7/8" (4.875")
1/3 Square	4 5/8" (4.625")	x	4 7/8" (4.875")
1/3 Vertical	2 1/4" (2.25")	x	10"
1/4 Vertical	3 1/2" (3.5")	x	4 7/8" (4.875")
1/6 Horizontal	4 5/8" (4.625")	x	2 1/4" (2.25")
1/6 Vertical	2 1/4" (2.25")	x	4 7/8" (4.875")
1/12	2 1/4" (2.25")	x	2 1/4" (2.25")

DIMENSIONS FOR A 2-PAGE SPREAD: Trim - 16 3/8" x 10 7/8"  
 Bleed - 16 5/8" x 11 1/8" and gutter bleed only 15 1/2" x 10"

Keep live matter 5/16" from trim edge on top, sides and bottom.  
 Keep all printers marks outside of bleed area.

### Disks:

We accept the following forms of media for file submission:  
 CD-ROM Disks or DVD

### Additional Charges:

We are utilizing a Computer To Plate workflow. If an ad needs to be designed or redesigned to fit our format, there will be additional charges.

### Ads We Create:

Partial Page ads - \$40-\$75  
 Full page ad - \$150

### Photography:

\$150 charge per photo  
 With advance notice, we can take advertising photography.

### Submitting Ads via E-Mail:

All transmissions that are e-mailed cannot exceed 4 megabytes in size, and should be "stuffed" or "zipped" before sent.

**Please specify "914INC. Ad" in the subject field of email.**

**Send to: [production@westchestermagazine.com](mailto:production@westchestermagazine.com)**

### Submitting Ads via Dropbox:

1. Visit [Dropbox.com](https://www.dropbox.com) —sign-up for a FREE account, if you do not already have one.
  2. Create a folder — specify business and magazine in the folder name.
  3. Place ad file in folder.
  4. Share folder with [production@westchestermagazine.com](mailto:production@westchestermagazine.com).
- If you have any problems, please contact Kathee or Jodi at [production@westchestermagazine.com](mailto:production@westchestermagazine.com) or visit [www.dropbox.com/help/243/en](https://www.dropbox.com/help/243/en)

### Submitting Ads via Regular Mail:

**Ship all ad materials to:**

**TODAY MEDIA**

**914INC.**

**Attn. Production Department**

**2 Clinton Avenue**

**Rye, New York 10580**

**(914) 345-0601 (ext. 125)**

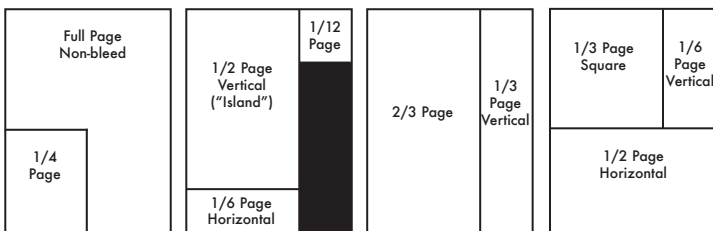
### General Advertising Info:

(914) 345-0601, ext 138

### Production Info:

Kathee (914) 345-0601 (ext. 125)

Jodi (914) 345-0601 (ext. 154)



**e-mail: [production@westchestermagazine.com](mailto:production@westchestermagazine.com)**

For advertising information call 914.345.0601 Ext. 138

or email [sales@westchestermagazine.com](mailto:sales@westchestermagazine.com)

2 Clinton Avenue, Rye, New York 10580 [westchestermagazine.com](http://westchestermagazine.com)

**todaymedia**

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