Mechanical Specifications /

A   B   C   D

BLEED ADS	LIVE AREA	TRIM	BLEED
A. Spread	19.75 x 9.25"	21 x 10.5"	21.25 x 10.75"
	502 x 235mm	534 x 267mm	540 x 274mm
B. Full Page	9.25 x 9.25"	10.5 x 10.5"	10.75 x 10.75"
	235 x 235mm	267 x 267mm	274 x 274mm

NON BLEED ADS	TRIM
C. Half Page Vertical	4.625 x 9.25"
	117 x 235mm
D. Half Page Horizontal	9.25 x 4.625"
	235 x 117mm

Please note: Bleed pages require an additional 0.125" or 3.5mm bleed on all sides. Trim size on all ad formats must be 0.375" or 9.5mm inside trim edge.

PRODUCTION CHARGES

Any production costs incurred by the advertiser will be billed as "Ad Design Production/Layout" charges. Advertisements must meet *Blouin Art+Auction* size and digital file specifications or client will be billed for necessary adjustments. All materials received a week after ad sales close will incur a late fee.

Contact: **production@artinfo.com**

MEDIA

Please include your company name on all folders and files.
Files smaller than 5 MB are accepted via e-mail to: **production@artinfo.com**.

For larger files please forward to production@artinfo.com via yousendit.com or via your own FTP site.
Please send proofs and Mac-formatted CD-ROMS to:
BLOUINARTINFO CORP PRODUCTION DEPARTMENT
88 Laight Street, New York, NY 10013

No floppy or Zip discs accepted.

FORMAT

Hi-res PDF files (made using Acrobat Distiller® 5 or later or InDesign). Clients will be billed $100 for files that require conversion from, Photoshop®, InDesign®, and Illustrator® to PDF.

HI-RES PDF FILES

The Hi-res PDF files MUST have:
1. All fonts embedded.
2. The correct mode (CMYK or Grayscale) never RGB, LAB or embedded color profiles (No ICC profiles).
3. All spot colors must be converted to CMYK. No file with PMS colors will be accepted unless pre-ordered.
4. All high-res images must be embedded in the file. No OPI (Open Prepress Interface) images can be used.
5. Resolution: 300 DPI for all submitted images and files.
6. All PDFs must have bleed marks and registration marks.

ACCEPTED PROOFS

The following are the only accepted proofs for four color ads:
1. Kodak® Approval proof
2. Fuji® FINALPROOF
3. Matchprint® DIGITAL H/T Proof
4. If a color calibrated proof is not provided with four color ads, client will be billed $50 for the cost of pulling each proof. Since the client will not be able to sign off on the proof, the publication is not responsible for the color of the proof.

Proofs must be created with SWOP Web Offset gains.
Publication not responsible for variance between digital file, and any proof not listed above. Proof must be screened at 133 line screen on publication base, color calibration SWOP standards, density max 300%.

BACKUP WORK FOLDERS

In addition to the PDF, ALL supporting fonts, illustrations, and image scans must accompany each submitted ad. All submitted fonts must be for MAC OS and Postscript in nature. No PC fonts accepted. Any stylized fonts in Quark® will not be accepted. Illustrator files should have all type converted to outlines. All files must be saved to disc in the Macintosh OS format. A disc directory and proper proof must accompany each ad file. All submitted images and/or files must be converted to CMYK.