

2017 PRINT SPECIFICATIONS

PRINT AD SIZES	NON-BLEED	BLEED*	TRIM*	LIVE AREA*
Spread	14.875" x 10"	16" x 10.75"	15.75" x 10.5"	15.25" x 10"
Full page	7" x 10"	8.125" x 10.75"	7.875" x 10.5"	7.375" x 10"
2/3 vertical	4.625" x 9.5"	5.25" x 10.75"	5" x 10.5"	4.5" x 10"
1/3 vertical	2.25" x 9.5"	2.875" x 10.75"	2.625" x 10.5"	2.125" x 10"
1/3 square	4.625" x 4.625"			
1/2 page horiz. (standard)	6.75" x 4.625"	8.125" x 5.25"	7.875" x 5.125" **	.25" from trim
1/2 spread horizontal	14.625" x 4.625"	16" x 5.25"	15.75" x 5.125" **	.25" from trim
1/2 page digest	call for size		** no top bleed for 1/2 page ads	
1/6 page vert. (standard)	2.25" x 4.625"			
1/6 page horizontal	call for size			
1/12	2.25" x 2.25"			
1 inch	2.25" x 1"			

TABLET/MOBILE AD SIZES	iPad	iPhone
Required assets: 8 JPEGs total	768 x 1024	640 x 960
ONE click-through URL for all sizes	1024 x 768	640 x 1136
Minimum PPI for iPhone = 72ppi	1536 x 2048	750 x 1334
Minimum PPI for iPad = 150ppi	2048 x 1536	1242 x 2208
Upload via theatlantic.sendmyad.com . All 8 sizes required.		

*LIVE AREA, SAFETY, AND TRIM FOR BLEED ADS

Trim Size: 7.875" x 10.5"

Keep live matter .25" from trim, .375" from bleed edge.

Gutter safety .25"

» For spread bleed ads, supply separate proof ruled with trim marks to show position on page.

FILE FORMAT

File: PDF x1a preferred. All graphics minimum 300dpi. Total combined density should not exceed 280%.

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

5th cylinder available upon approval; premium charge applies. Incorrect spot or RGB color can be converted to CMYK at advertiser risk by written request.

MATERIALS/PROOFS

SUBMIT ALL FILES ONLINE: theatlantic.sendmyad.com

Files are not accepted via e-mail. If more than one file is uploaded, *The Atlantic* will run the most recent and delete duplicates.

Proofs: Ads submitted without a SWOP-standard proof waive the right to question color/reproduction. (In the absence of SWOP we run on press to a digital version of the supplied file. A majority of our advertisers are now choosing this option.)

Send one SWOP proof to:

Jennifer Adams
Atlantic Production
600 New Hampshire Ave NW
Washington, DC 20037
202.266.7077

Materials specifications and schedule available online at advertising.theatlantic.com/specs

GENERAL INFORMATION

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

CONTACTS

Media Kit: rethink.theatlantic.com

Advertising information and rates:

E-mail: atlantic_advertising@theatlantic.com

Phone: 646.539.6700

Print production and materials information:

E-mail: atlantic_production@theatlantic.com

For split distributions, inserts, and manufacturing:

John Kefferstan, Production Director
Phone: 202.266.7076

For print materials questions/extensions, ad portal help, and delivery or preflight questions:

Jennifer Adams, Associate Production Director
Phone: 202.266.7077

Tablet/mobile materials questions and to opt-in/out of tablet/mobile editions:

Bridget LaPoint, Sales Planner
Phone: 646.539.6779
blapoint@theatlantic.com

2017 PRINT SCHEDULE

ISSUE	SPACE CLOSE	PRINT AD MATERIALS DUE	TABLET/MOBILE ADS DUE*	NEWSSTAND ON-SALE
Jan/Feb 17	2-Nov-16	8-Nov-16	29-Nov-16	20-Dec-16
March 17	28-Dec-16	3-Jan-17	24-Jan-17	14-Feb-17
April 17	1-Feb-17	7-Feb-17	28-Feb-17	21-Mar-17
May 17	8-Mar-17	14-Mar-17	4-Apr-17	25-Apr-17
June 17	5-Apr-17	11-Apr-17	2-May-17	23-May-17
July/Aug 17	10-May-17	16-May-17	6-Jun-17	27-Jun-17
September 17	28-Jun-17	5-Jul-17	25-Jul-17	15-Aug-17
October 17	2-Aug-17	8-Aug-17	29-Aug-17	19-Sep-17
November 17	30-Aug-17	5-Sep-17	26-Sep-17	17-Oct-17
December 17	4-Oct-17	10-Oct-17	31-Oct-17	21-Nov-17
Jan/Feb 18	1-Nov-17	7-Nov-17	28-Nov-17	19-Dec-17

No cancellations will be accepted after space close.

Materials received after close will be inspected if time allows but may run as sent.

*Tablet/mobile ads for iPad/iPhone cannot be picked up and must be resubmitted each issue.

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