



## 2010 PRODUCTION SPECIFICATIONS

Effective January 1, 2010

### CANADA



#### REPRODUCTION REQUIREMENTS

SWOP standards apply to all ad material. The publication is printed web offset.

#### FILE FORMATS

Preferred format is PDF/X-1a. We also accept TIFF/IT P1. For creation and verification of PDF/X-1a files we recommend Enfocus Pitstop and Apago PDF/X Check-Up.

#### MEDIA

Mac CD preferred for all size ads.

#### MEDIA LABELING REQUIREMENTS

- Issue date (clearly marked on label)
- Advertiser
- Agency name
- Contact person
- Phone number
- Vendor contact
- File name/number
- Return address
- List of contents (printout of disk contents)

#### INSERTION ORDERS

A written insertion order is required for each ad. Insertion orders, cancellations, and special instructions may be transmitted via fax – the fax number is 781-893-5003.

Advertising Production Department  
*The New England Journal of Medicine*  
 860 Winter Street  
 Waltham, MA 02451-1413 USA

#### DIGITAL PROOFING

We require one digital halftone proof (contract proof) pulled from the file being sent. Examples of preferred digital halftone proofs include Imation Matchprint™ Digital Halftone Proofs and Kodak Approvals. Contract proofs must meet SWOP specifications and include a quality control patch (color bars).

#### WHERE TO SEND MATERIALS

*The New England Journal of Medicine*  
 c/o Web Offset Publications Limited  
 1800 Ironstone Manor  
 Pickering, ON L1W 3J9  
 905-831-3000\*

*Note: Printer cannot accept collect shipments.*

\* For shipping only; please direct all questions to NEJM's Advertising Production Department at 781-434-7036 or 781-434-7027.

#### TRIM SIZE

Full page of publication: 7<sup>7</sup>/<sub>8</sub>" x 10<sup>1</sup>/<sub>2</sub>"

#### PAGE SIZES

AD PAGES	WIDTH X HEIGHT		
	MILLIMETRES	PICAS	INCHES
Full page	178 x 254	42 x 60	7 x 10
Two-thirds	114 x 254	27 x 60	4 <sup>1</sup> / <sub>2</sub> x 10
Half (horizontal)	178 x 124	42 x 29 <sup>1</sup> / <sub>2</sub>	7 x 4 <sup>7</sup> / <sub>8</sub>
Half (vertical)	82 x 254	20 x 60	3 <sup>1</sup> / <sub>4</sub> x 10
Third	54 x 254	13 x 60	2 <sup>1</sup> / <sub>8</sub> x 10
Quarter	82 x 124	20 x 29 <sup>1</sup> / <sub>2</sub>	3 <sup>1</sup> / <sub>4</sub> x 4 <sup>7</sup> / <sub>8</sub>
Eighth	82 x 51	20 x 14	3 <sup>1</sup> / <sub>4</sub> x 2 <sup>1</sup> / <sub>4</sub>

