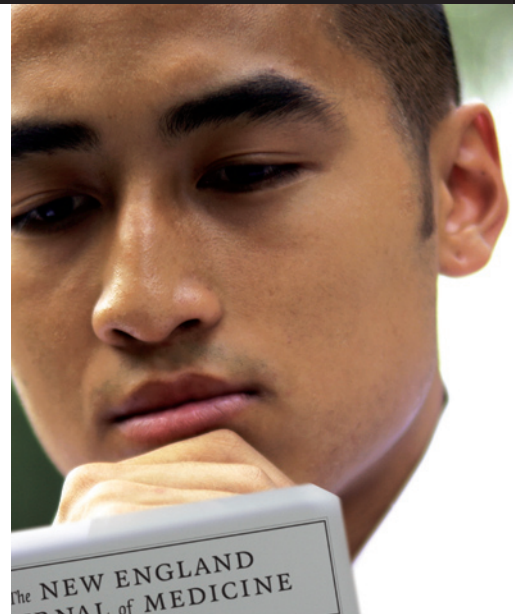




2010 PRODUCTION SPECIFICATIONS

Effective January 1, 2010

INTERNATIONAL



FILE FORMATS

Preferred format is PDF/X-1a. For creation and verification of PDF/X-1a files we recommend Enfocus Pitstop and Apago PDF/X Check-Up.

FILE FORMAT REQUIREMENTS

All file types should be composite CMYK with 8-bit images.

PAGE FORMAT

Provide single page, head up, full bleed. Marks should not encroach into bleed. File size needs to be 15 mm larger than final trim size on all four sides and include bleed, crop marks, and colour bar. Image needs to be centered within file page area.

MINIMUM SIZE OF LINEWORK

- Single colour line: 0.10 mm
- Composite colour line: 0.20 mm
- Positive text single colour: 6 pt; composite colour: 9 pt
- Negative text san serif: 9 pt bold; serif: 12 pt bold

BACKGROUND TINTS

- Maximum CMYK tint value is 240%
- Black backgrounds for full-colour production should preferably be composed of black (100%) and cyan (50%)

CMYK LAYOUT

- The maximum CMYK tint value is 300%
- The maximum tint value of black is 95%
- Cut-out images: tint value at the edge to be at least 5%
- Images sensitive to register should be composed of the minimum possible number of separations – e.g., herringbone suits in single black
- For images with delicate details in the dark parts, the use of GCR with 40% UCA and a light curve for black is recommended, e.g., black clothing, audio equipment

MEDIA

Mac CD preferred for all size ads.

DIGITAL PROOFING

Proofs should be produced from the supplied file and should depict the name of the applied colour profile and a colour control bar.

DISK DELIVERY

- Information with disc: repro house initials, file system specifications, disk contents
- Closed data: all files in root directory
- Open data to be subdivided into: documents folder, images folder, fonts folder

MEDIA LABELING REQUIREMENTS

- Issue date
- Advertiser
- Agency name
- Contact person

INSERTIONS / CANCELLATIONS

Insertion orders, cancellations, and special instructions may be transmitted via fax. Call to confirm receipt – the fax number is +1 781 893 5003. No ad will be run without a written insertion order.

Cancellations must be received in writing 28 days before issue date for full-page run of book ads. Cancellations received after this date are subject to full space charges up to a four page unit. Send contracts, insertions, other instructions and publication set copy to:

Advertising Production
The New England Journal of Medicine
860 Winter Street
Waltham, MA 02451-1413 USA
Fax: +1 781 893 5003

DIGITAL SPECIFICATIONS

SEND FILES TO:

Attn: Martin Chatten
Wyndeham Heron
The Bentall Complex
Colchester Rd
Heybridge
Nr Maldon
Essex CM9 4NW
United Kingdom

TRIM SIZE

Trim size of publication: 200 x 267 mm (7-7/8" x 10-1/2")

AD PAGE SIZES

	MILLIMETRES	PICAS	INCHES
Full	178 x 254	42 x 60	7 x 10
Half horizontal	178 x 124	42 x 29-1/2	7 x 4-7/8
Half vertical	82 x 254	20 x 60	3-1/4 x 10
Quarter	82 x 124	20 x 29-1/2	3-1/4 x 4-7/8
Eighth	82 x 51	20 x 14	3-1/4 x 2-1/4

BLEED SIZES

	MILLIMETRES	INCHES
Full	205 x 277	8 x 10-3/4
Fractional	205 x 139	8 x 5-1/2
	105 x 277	4 x 10-3/4
Gutter bleed	205 x 277	8 x 10-3/4
Trim size of publication	200 x 267	7-7/8 x 10-1/2
Margin for live matter, all edges	13	1/2

SPECIFICATIONS

NEJM is saddlestitched, using 45 gsm coated text and 90 gsm coated cover.

FOUR COLOUR PROCESS

60 screen (lines per centimetre) preferred or 150 screen (lines per inch).

DISPOSITION OF AD MATERIALS

Furnished digital files will be held for one year after insertion and will then be destroyed unless otherwise notified.



The **NEW ENGLAND JOURNAL** of **MEDICINE**

NEJM.ORG

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