



2010 PRODUCTION SPECIFICATIONS

Effective January 1, 2010



REPRODUCTION REQUIREMENTS

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

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.

PAGE FORMAT

Provide single page, head up, full bleed. Marks should not encroach into bleed. File size needs to be 1" larger than final trim size on all four sides and include bleed, crop marks, and SWOP color bar. Image needs to be centered within file page area.

MEDIA

Mac CD preferred for all size ads.

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).

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)

WHERE TO SEND MATERIALS

Contracts, insertions, and publication-set copy to:

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

Digital files prepaid to:

**The New England Journal of Medicine
c/o Brown Printing Company
2300 Brown Avenue
Waseca, MN 56093-0517
507-835-2410***

Note: Printer cannot accept collect shipments.

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

DIGITAL SPECIFICATIONS

TRIM SIZE

Trim size of publication 7-7/8" x 10-1/2"

AD PAGE SIZES

Full page 7" x 10"

Half page: horizontal 7" x 4-7/8"

vertical 3-1/4" x 10"

Quarter page 3-1/4" x 4-7/8"

Eighth page 3-1/4" x 2-1/4"

BLEED SIZES

Full page 8-1/8" x 10-3/4"

Fractional page 8-1/8" x 5-1/8"

or 4-1/8" x 10-3/4"

Gutter bleed 8-1/8" x 10-3/4"

Trim size of publication 7-7/8" x 10-1/2"

Spread 16-1/4" x 10-3/4"

Trim size of spread 15-3/4" x 10-1/2"

Per Brown Printing specifications: Double page spread should be supplied as a single file without any allowance for gutter bleed.

Margin for live matter 1/2" on all sides

SPECIFICATIONS

NEJM is perfect bound, using 34 coated text and 80 coated cover. Preferred halftone screen is 150-line. Maximum screen tone value is 85%, minimum is 10%.

Four-color process: 150-line preferred for all colors. Sum of percentages of tone values should not exceed 260%. No more than one solid color to be used. Maximum screen tone value for every color: 85%. Minimize number of colors for reverse type, using key color for shape of letters, with type in subordinate colors slightly larger than key color for best registration.

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

860 Winter Street, Waltham, MA 02451-1413

ADVERTISING PRODUCTION

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