

# MNI PRODUCTION SPECIFICATIONS 2010



Space	Bleed	Live/Safety (Non Bleed)	Trim	Gutter
Single Page	9 1/2" x 11 1/4"	6 7/8" x 10"	N/A*	N/A
Spread	18 1/4" x 11 1/4"	14 3/8" x 10"	N/A*	1/4" Total 1/8" on each side

\*MNI places inserts into publications of several different sizes and, as a result, does not print to one specific trim size. Actual trim will vary within the specified bleed area.

Please note all files for MNI Magazines must be submitted via the MNI Ad Portal. You can access the MNI Ad Portal at: <https://direct2mni.sendmyad.com/>

Do not place any critical elements (text and/or critical image area) outside the live/safety area. Any element that is outside the live/safety area must extend to the full bleed specification. For spreads, splitting copy over the crossover is not recommended.

Questions? Contact your Ad Services Coordinator or e-mail us at [adservices@mni.com](mailto:adservices@mni.com)

## Considerations for PDF/X-1a Preparation

### MNI does not accept native application files (e.g., QuarkXpress, InDesign, PageMaker)

- No external OPI comments embedded
- Use only Type 1 fonts – no truetype, composite fonts or font substitutions
- All images must be CMYK or gray scale. TIFF or EPS (no JPEG images) between 200 and 400 DPI at 100%
- No RGB images, spot colors, or embedded color management
- Total area density should not exceed 300% TAC
- All required image trapping must be included in the file
- MNI prints at 175 LPI
- Reverse lettering: dominant color should be used for shape of letters with subordinate colors spread slightly to reduce registration problems

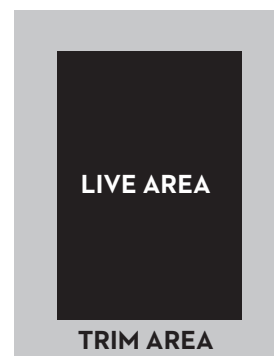
### Virtual Proofing

MNI is now using Virtual Proofing, which has eliminated the need for our clients to provide hardcopy proofs. For more information, please contact your MNI Ad Services Coordinator or go to [www.SWOP.org](http://www.SWOP.org) for a complete list of certified SWOP proofing systems.

### Contact

Media Networks, Inc., One Station Place, Stamford, CT, 06902, Attn: Ad Services

Phone: 800.225.3457, fax: 203.967.6473, [adservices@mni.com](mailto:adservices@mni.com)



MNI cannot guarantee the correct ad version will print without written instructions from the advertiser/agency. Insertion orders must be included with ad materials, outlining each creative by market. Please adhere to the exact measurements above to ensure the correct positioning of your ad in each publication. Note: All specifications are given in inches. All ad materials less than 6 7/8" x 10" will be centered within the Live/Safety area, unless otherwise indicated by crop marks. All copy within the Live/Safety area will be printed; please be certain that all material not intended to print (crop marks, agency info, etc.) is 1/2" outside of the bleed area. If the file does not conform to SWOP digital requirements, the advertiser must furnish a new file or assume the responsibility of the printed product. Material cannot be accepted after published deadline dates. All submitted materials become property of MNI. All files are preflighted; those not adhering to specifications will be refused.