













Mechanical Requirements

PUBLICATION TRIM SIZE: ONE PAGE = 8" x 10 7/8" SPREAD= 16" x 10 7/8"

LIVE MATTER: All live matter = 3/8" from trim
For gutter bleed spreads, allow 1/4" on either side of gutter

UNIT SIZES:	non-bleed	bleed
 Full page & Covers	7" x 10"	8 1/4" x 11 1/8"
 2/3 Page Vertical	4 5/8" x 10"	—
 1/2 Page Horizontal	7" x 4 7/8"	8 1/4" x 5 9/16"
 1/2 Page Digest	4 5/8" x 7"	—
 1/3 Page Vertical	2 1/4" x 10"	2 3/4" x 11 1/8"
 1/3 Page Square	4 5/8" x 4 7/8"	—
 1/6 Page	2 1/4" x 4 7/8"	—
 1/9 Page	2 1/4" x 3"	—
 1/12 Page	2 1/4" x 2 3/8"	—
 2 Page Spread	—	16 1/4" x 11 1/8"
 1/2 Page Spread Horizontal	—	16 1/4" x 5 9/16"
 Wrap Outsert	4 5/8" x 10"	5 9/32" x 11 1/8"

PROCESS: Web Offset R.O.P.

PREFERRED MATERIALS:

Harper's prefers digital files. Files should be sent via email to jennifer@harpers.org or by mail on disk to Harper's Magazine unless otherwise specified.

InDesign, QuarkXPress, **PDF ***, **PDF-X ***, or TIFF/IT files accepted. Please include all images and fonts.

* **PREFERRED FILE FORMAT**

FTP INFO (NEW!!!)

Please upload files to the following address:
<http://dropbox.yousendit.com/harpers-ads>

PROOFS:

Please include 2 copies of advertisement.
(laser for BW or match prints for color)

MECHANICAL SCREENS: 133-line
(dot size 5% to 90%)

INK ROTATION: Black, Blue, Red, Yellow

INK DENSITIES: Maximum 280 on 2C

PAPER: 40 lb. gloss coated offset

BINDING: Saddle Stitch

SEND MATERIALS TO:

Jennifer Adams, Production Manager
Harper's Magazine
666 Broadway, 11th floor
New York, NY 10012
Jennifer@harpers.org

CONTACT:

Jennifer Adams 212-420-5757