

## Advertising Information

### Material Specifications

- **Smithsonian** magazine is printed direct-to-plate and requires digital files. Digitally supplied material only. No film will be accepted.
- **Acceptable File Formats:** PDF/X-1a, PDF or EPS. Line screen is 150. Ink density maximum is 300%.
- **Acceptable Media:** Macintosh-formatted CD ROMs. No floppy disks. **No files via email.**
- **Media Labeling:** Issue date, agency name, phone number, return address (for return of materials), list of contents and advertiser name.
- **Proofs:** An accurate proof or a Color/Content Waiver must accompany all ads. For B/W ads, include a laser proof. For color ads, send an electronically composed proof either dot generated or dye sublimated.
- **Resolution Requirements:** All 4/C images must be supplied as high-resolution, CMYK files. Additional charges will be incurred to make corrections.
- **Production Contacts:**  
Kate Balch: 202-633-5695 or  
Penie Atherton-Hunt: 202-633-5974;  
Fax: 202-633-6097
- **Payment Contacts:** For credit card payments, contact Noe Woods: 202-633-4957. We accept Visa, MasterCard, Discover and American Express. For all other payment questions contact Accounts Receivable: 202-633-4957 or (Fax) 202-633-4999.
- Publisher will hold materials for a maximum of 12 months after last use. Unless advertiser or agency requests return, materials will be destroyed.

# Energize your mind

### Ship ad materials to our D.C. office

**Fax Insertion Orders/ Send Ad Materials via FedEx or UPS to:**  
**Smithsonian Media Group  
Production Department**

Attn: Penie Atherton-Hunt  
600 Maryland Avenue S.W.,  
Suite 6001  
Washington, D.C. 20024

**Phone:** 202-633-5974  
**Fax:** 202-633-6097

Ad Size (in inches)	Non-Bleed	Bleed	Trims to	Image Safety (live)
Spread	15 x 10 Live	16 1/4 x 11 1/8	16 x 10 7/8	15 1/2 x 10 3/8
Page	7 x 10	8 1/4 x 11 1/8	8 x 10 7/8	7 1/2 x 10 3/8
Digest	4 5/8 x 7	5 3/8 x 7 3/4	5 1/8 x 7 1/2	4 5/8 x 7
2/3 Page (vertical)	4 5/8 x 10	5 3/8 x 11 1/8	5 1/8 x 10 7/8	4 5/8 x 10 3/8
1/2 Page Spread	15 x 4 7/8	16 1/4 x 5 5/8	16 x 5 3/8	15 1/2 x 4 7/8
1/2 Page (horizontal)	7 x 4 7/8	8 1/4 x 5 5/8	8 x 5 3/8	7 1/2 x 4 7/8
1/2 Page (vertical)*	3 1/4 x 10	4 x 11 1/8	3 3/4 x 10 7/8	3 1/4 x 10 3/8
1/3 Page (vertical)	2 1/4 x 10	3 x 11 1/8	2 3/4 x 10 7/8	2 1/4 x 10 3/8
1/3 Page (square)	4 5/8 x 4 7/8	—	—	—
1/6 Page (vertical)	2 1/4 x 4 7/8	—	—	—

\* Special ad sizes. Please confirm availability with your sales rep.

- **Image Safety:** Any type or image beyond this measurement runs the risk of being cropped off in the binding process. No type should be less than 1/4" from the edge of the ads.
- **Binding:** Saddle wire. Page trim size: 8 x 10 7/8". Bleed allowance: 1/8" on each side. Safety for bleed ads: 1/4" inside trim. Gutter safety: 3/32" (When a headline crosses over the gutter in a spread, a 3/32" total gap is necessary to read type correctly.) Page is three columns, each column 2 1/4" wide.
- Due to mechanical variations in the binding process, the magazine advises against crossing the gutter with letters or designs that demand near perfect alignment.

### For more information

Contact your  
*Smithsonian* representative,  
or Jennifer Hicks,  
Group Publisher, at  
(212) 916-1338 today.