

Advertising Creative Requirements

PAGE SPECIFICATIONS:

The final magazine trim size is 9" wide by 10.875" high.

All full-bleed creative must extend at least 0.125" of the trim size. Please keep live type and graphics within 0.25" inside of the trim size. All pages must have visible and accurate corner, center, and register crop marks. Hairline rules must be at least 0.5 point in size.

FONT SPECIFICATIONS:

All fonts must be included with supplied creative in PostScript format. True Type fonts or stylized fonts in a page layout program such as Quark or Adobe InDesign cannot be printed.

Fonts within Adobe Illustrator files must be converted to outlines.

SEPARATION SPECIFICATIONS:

Run of book advertisements will print with a 150 line screen on a web press; do not exceed a 270% ink limit. Cover advertisements will print with a 175 line screen; do not exceed a 320% ink limit.

APPLICATION SPECIFICATIONS:

High Quality [press] PDF is the preferred format for all advertising creative. Please assure all files submitted use a CMYK color profile. TIFF or EPS submission must be Macintosh formatted at 300 DPI. Adobe Photoshop files must be flattened and saved in version 5 or later. Adobe Illustrator files must be converted to EPS format in version 8.0 or later; text must be converted to outlines and all embedded graphics included. Images in JPEG format are NOT acceptable. ALL MUST ADHERE TO "U.S. Web Coated (SWOP) v.2" CMYK Profile standards.

ELECTRONIC FILE TRANSFER:

E-mail production@city-magazine.com prior to submitting files via the internet, submission of a color proof is highly recommended.

HOST: [ftp.city-magazine.com](ftp://ftp.city-magazine.com) USERNAME: city PASSWORD: public

ADDITIONAL NOTES:

* File conversion and/or creative adjustments will be billed at a rate of \$195/hour.

* Clients waive CITY's accountability for any color inaccuracies when a printed color proof is not provided.

Advertising Guidelines

As used in this section, the term "Publisher" shall refer to SPARK MEDIA, LLC, dba CITY Magazine.

TERMS: All work performed shall be payable in full based on net 30-day terms from date of invoice. Payment in advance is required for all first-time advertisers. Thereafter, accounts will be billed upon the current issue's on-sale date. A finance charge of 1.5% per month will be added to accounts delinquent beyond 30 days. All negotiated, earned, or discounted rates are contingent upon payment in full by the specified due date. If payment becomes 30 days or greater past due, the client agrees to be liable for the full ratecard value of the insertion.

AGENCY COMMISSIONS: 15% of gross billing on sales of space and position is allowed to recognized advertising agencies, provided that payment is received within the terms of the sale. Commission is not allowed on billings for artwork, plate repairs, reprints, mechanical operations, or other production and special handling charges.

PUBLICATION TERMS: Ads requiring composition or mechanical work should allow 10 additional business days for submission to the production department. Preprinted inserts are required at the printer 20 days prior to the issue's closing date. Neither the advertiser nor its agency may cancel advertising after closing date. When change of copy is not received by closing date, copy furnished or run in a previous issue will be printed without prior approval.

RATE CHANGES: The Publisher reserves the right to change rates upon 60-day notice, and any contracts may be cancelled at the time a change in rates becomes effective without incurring a short-rate adjustment, provided the contract rate has been earned up to the date of cancellation.

PREMIUM POSITIONS AND IMPACT UNITS: A 50% charge will be incurred for cancellations without a 60-day notice. Publisher requests that creative for these units be submitted seven working days prior to each issue's closing date.

INSERT AND SPECIAL UNITS: May be tipped (glued or bound) into the magazine. Please contact advertising representative for rates, production specifications, and shipping instructions.

RATE POLICY AND CONTRACT: Accepted subject to the terms and provisions of the current advertising rate card. Publication of the advertisement represents acceptance of the order. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order, or contract when they conflict with the terms or conditions of this rate card or any amendment thereof. Any insertion of advertising made by the Agency or Advertiser represents an acceptance by both the Agency and the Advertiser of all the terms and conditions of the rate card applicable to the issue in which such insertion is to be published. The Advertiser and Agency are jointly liable for payment in full. The Publisher will not release any advertising agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc. Failure (by Advertiser or its representative) to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error, and publication of the advertisement will be made and charged for upon the terms of the rate schedule then in force without further notice. Advertising rates, terms, and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides, or rate and data services. Publisher will not honor rates or data derived from these sources unless in conformance with our rate card.

Conversion to Publisher's requirements will be billed at Publisher's cost. Advertisements not received by our production department by closing date are not entitled to the privilege of review or revision by the Advertiser or its Agency. All advertisements are accepted and published entirely on the representation that the agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that in consideration of the publication of advertisements, the Advertiser and/or Agency will indemnify and hold the Publisher harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark and copyright infringement, and any other claims based on the content or subject matter of such publication. The Publisher reserves the right to reject any advertising that the Publisher feels is not in keeping with the publication's standards, policies, principles, or design aesthetic. The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any page, that in the Publisher's sole judgment too closely resembles an editorial page of the publication or may otherwise confuse the reader. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue due to strikes, work stoppages, accidents, fires, acts of God, or any other circumstance not within the control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser's materials.

CITY

151 Mercer Street

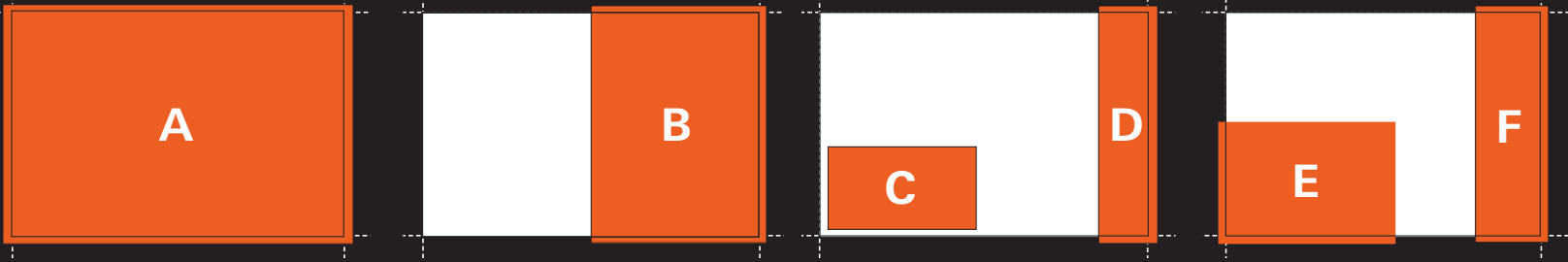
New York, NY 10012

tel 212.965.9484

fax 212.966.3329

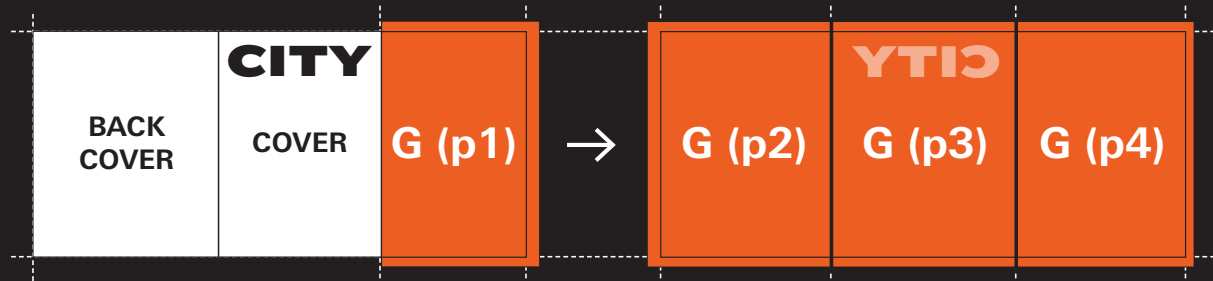
www.city-magazine.com

Advertising Creative Specifications



Page Trim = 9" x 10.875"
 Bleed = 0.125" outside trim
 Safety = 0.5" inside trim.

All ads must be to bleed specifications.



- A TWO-PAGE SPREAD with bleed: 18.25" wide by 11.125" high
- B FULL PAGE with bleed: 9.25" by 11.125" high
- C HALF PAGE HORIZONTAL without bleed: 8.5" wide by 4.875" high
- D ONE-THIRD PAGE VERTICAL with bleed: 3/125" wide by 11.125" high
- E HALF PAGE HORIZONTAL with bleed: 9.25" wide by 5.5" high
- F HALF PAGE VERTICAL with bleed: 4.625" by 11.125" high

G GATEFOLD COVER with bleed:

- G (p1) - Trim 8.5" wide by 10.875" high, with 0.125" bleed
- G (p2) - Trim 8.5" wide by 10.875" high, with 0.125" bleed
- G (p3) - Trim 8.8125" wide by 10.875" high, with 0.125" bleed
- G (p4) - Trim 9" wide by 10.875" high, with 0.125" bleed

For templates, visit www.city-magazine.com/media