

**ELECTRONIC REQUIREMENTS**

Macintosh platform preferred.

**APPLICATIONS:**

- QuarkXPress up to 6.5
- Adobe Creative Suite:
  - Photoshop up to 10.0
  - Illustrator up to 11.0
  - InDesign up to 3.0.1

Files should be submitted on either Zip 100 MB disks or CDs.

**Must Include: color proof\*, all printer and screen fonts, as well as applicable EPS or TIFF files (including imbedded fonts). Digital images should be in CMYK, 300DPI and saved as tiff, eps, or eps-jpeg. Fonts used in Adobe Illustrator should be converted to outlines. \*Relix is NOT responsible for errors in ads submitted without a proof.**

Adobe Acrobat PDF files\* created from Postscript files using Acrobat Distiller can be accepted ONLY when using a press optimized setup. A list of setup preferences can be provided upon request.

**\*All images used must be CMYK and all fonts must be imbedded into the file.**

**MAXIMUM DENSITY:**

4-color: 280 preferred, B&W and 2-color: 140 maximum; second color not to exceed 70.

File is considered complete if no additional work is required prior to film output. Client/ Agency will be notified of any additional pre-press cost prior to publication. A production fee of \$35.00 will be charged to re-size ads.

# advertising specifications

**AD SIZES**

**TRIM SIZE: 8.375" X 10.875"**

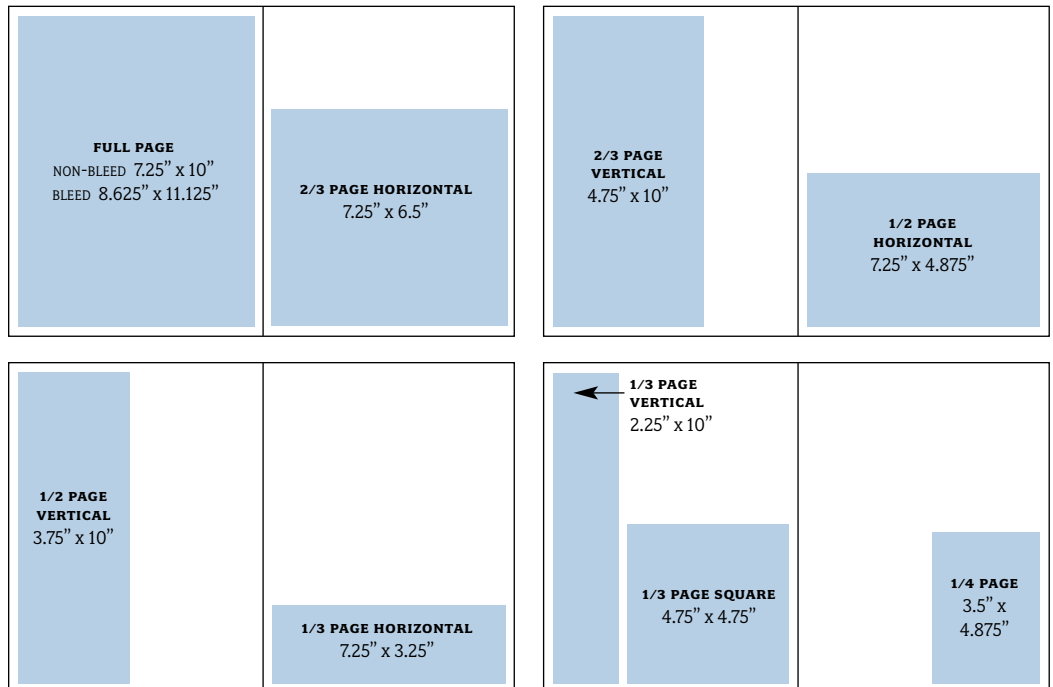
SPACE UNIT	NON-BLEED	BLEED
Spread	15.5" x 10"	17" x 11.125"
Full Page	7.25" x 10"	8.625" x 11.125"
2/3 Page Horizontal	7.25" x 6.5"	
2/3 Page Vertical	4.75" x 10"	
1/2 Page Horizontal	7.25" x 4.875"	
1/2 Page Vertical	3.75" x 10"	
1/3 Page Horizontal	7.25" x 3.25"	
1/3 Page Vertical	2.25" x 10"	
1/3 Page Square	4.75" x 4.75"	
1/4 Page	3.5" x 4.875"	

**LIVE MATTER**

On bleed ads keep all live area 3/8" within all bleed edges. **Please allow bleed on all 4 sides** so left- OR right-hand placement is possible.

**2 PAGE SPREAD**

**Please prep as two single facing pages with bleed on 4 sides** (allows for gutter bleed). Please keep all live text/art 3/8" in from gutter edge on both pages.



**SEND AD MATERIALS TO:**  
 Advertising Department  
 Relix Magazine  
 104 West 29th Street, 11th Floor  
 New York, NY 10001  
 646.230.0100