

# MECHANICAL REQUIREMENTS

## SECTIONAL ADS

DIMENSIONS (INCHES)	WIDTH	HEIGHT
Full Page (non-bleed)	7.125	9.875
Full Page (bleed)	8.375	11.125
2/3 Page Vertical	4.625	9.875
1/2 Page Horizontal	7.125	4.75
1/2 Page Vertical	3.5	9.875
1/3 Page Square	4.625	4.75
1/3 Page Vertical	2.25	9.875
1/4 Page Vertical	3.5	4.75
1/6 Page Horizontal	4.625	2.25
1/6 Page Vertical	2.25	4.75
1/12 Page Square	2.25	2.25

## TRIM SIZES

Actual trim (page) size: 8.125" x 10.875".

Live area: 7.125 x 9.875 (all text and non-bleed images should fit within this area) **This applies to full bleed pages especially.** Contact the Advertising Director for more details.

## PRINTING SPECIFICATIONS

**Printing process:** Web offset, coated cover, 40 lb. coated paper stock, saddle-stitched. Ink rotation: Black, Cyan, Magenta, Yellow, inked head to foot. Ink hues must match SWOP coated standards.

**Screens:** Color screens should be 133 lines per inch. Shadow density for 4/C art should not exceed 280%. Density of black and white halftones should be 110 lines per inch with an 85% shadow dot.

**Film:** Negatives, Right-Reading Emulsion Up. (Full page ads may be supplied as film Positives, Right-Reading Emulsion Down.)

Recommended thickness: .004". All film must have cropmarks, a minimum of 1/8" for any bleed areas, and file name should appear at top. Please protect materials against bending and tearing.

**Proofs:** No ad file will be accepted without a proof of some kind. Preferred proofing methods are: Tektronix, Iris, Fiery, C-prints, and matchprints. Lasers and faxes may be used for black and white ads only. Advertisers who furnish proofs do so with

understanding that the reproductions will be visually different when compared to the proof due to ink absorption. *HIGH TIMES* is not responsible for color/visual discrepancies without a color proof to check against.

## FILE SPECIFICATIONS

**File Format:** The preferred platform is Macintosh. The preferred format for receiving ads is as follows (in descending order):

- 1.PDF file (for full-pgs only)
- 2.Collector QuarkXpress document
- 3.Self-contained graphic files such as EPS, TIFF, or hi-res JPEG
- 4.Photoshop document
- 5.Illustrator document

**Documents created in other formats and programs (Pagemaker or Microsoft Word, for example) WILL NOT be accepted!**

**Transfer Medium:** Preferred: FTP, CD, DVD.

Ad files may be transmitted electronically by e-mail to your HT Ad Rep [rcusick@hightimes.com](mailto:rcusick@hightimes.com), [michael@hightimes.com](mailto:michael@hightimes.com) or [matt@hightimes.com](mailto:matt@hightimes.com)

**Fonts:** Regardless of format, **all fonts used must accompany the file** (both printer and screen aspects). If you are sending a graphic file, make sure the fonts are embedded. Use PostScript fonts only. TrueType fonts are not acceptable.

**File Naming:** Please include your company/product name and issue date in the title of each ad to avoid confusion.

**Colors:** All colors must be set to CMYK. **RGB colors do not process.** *HIGH TIMES* is not responsible for color discrepancies that may occur during CMYK conversion. Spot colors are available in special cases for an additional fee (speak to your ad rep for further details).

**Images:** All images used must be included and should be a minimum of 266 dpi (300 dpi is preferred), and should be supplied as TIFF, EPS, or high-res JPEG files.

**Do not send original artwork or computer files. *HIGH TIMES* assumes no responsibility for missing or damaged art.**

# HIGH TIMES

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