

Commentary

2012 AD SPECS: PRINT EDITION

SUBMISSION REQUIREMENTS

Digital File Preparation:

- Layouts should be designed when possible so that ad can be positioned on either right- or left-hand pages.
- Send **press-optimized PDF** file only. All fonts and images must be embedded. Images have to be at least **300dpi**.
- Bleed sizes are figured to allow 1/4 inch trim on all sides.
- Black & white ads have to be in Grayscale and color ads in CMYK file format.

All colors within an ad have to be **CMYK** (no RGB or spot colors).

Check to be sure grayscale images or logos do not separate as CMYK, RGB or spot colors.

We cannot be held liable for color accuracy if contract color proof is not provided. Please submit a 100% color proof, such as an Imation Digital Match Print, Kodak Approval, or a previously printed tear sheet.

No longer accepted: Negatives, film, or files that have not been converted to PDF.

Rates:

Please see **2011 Advertising Rates & Calendar** sheet.

Due dates:

Insertion orders are due on the 20th of the month, two months before the issue date. Art is due one week later: that is, for the March issue, insertion orders are due on Jan. 20th and art is due on Jan. 27th. Please see the **2011 Advertising Rates & Calendar** sheet.

How to send:

E-mail:
cmoskot@commentarymagazine.com

Send color proof by mail to:
Commentary Inc.
Production Dept.
561 Seventh Avenue, 16th fl
New York, NY 10018

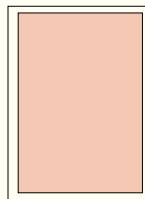
For technical and production details contact:
Carol Moskot, Publisher
(212) 891-1398
cmoskot@commentarymagazine.com

DIMENSIONS

| COVER AND FULL PAGE | WIDTH X HEIGHT |
|------------------------------|-----------------------|
| Full Page | 7" x 9 - 3/4" |
| Full Page Bleed | 8 - 1/4" x 11" |
| FRACTIONAL | |
| 2/3 page vertical | 4 - 1/8" x 8 - 3/4" |
| 1/2 page horizontal | 6 - 1/4" x 4 - 1/4" |
| 1/3 page vertical | 1 - 15/16" x 8 - 3/4" |
| 2/3 page square | 4 - 1/8" x 4 - 1/4" |
| 1/6 page | 1 - 15/16" x 4 - 1/4" |
| 1/9 page | 1 - 15/16" x 3 - 1/8" |
| PUBLICATION TRIM SIZE | 7 - 3/4" x 10.5" |

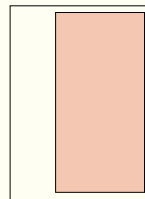
CONTACT: Carol Moskot, Publisher
(212) 891-1398 Fax (212) 891-6700
cmoskot@commentarymagazine.com

Full Page



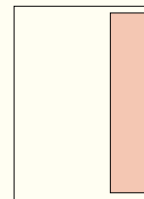
7" x 9-3/4"

2/3 page vertical



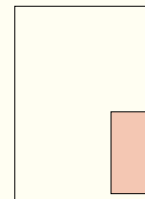
4-1/8" x 8-3/4"

1/3 page vertical



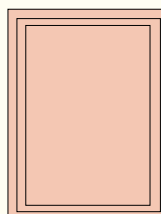
1-15/16" x 8-3/4"

1/6 page



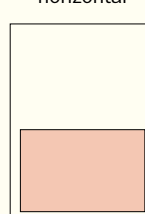
1-15/16" x 4-1/4"

Full Bleed



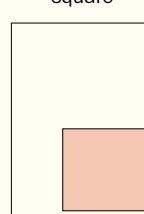
8-1/4" x 11"

1/2 page horizontal



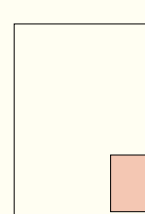
6-1/4" x 4-1/4"

2/3 page square



4-1/8" x 4-1/4"

1/9 page



1-15/16" x 3-1/8"

WEB ADVERTISING

Now we accept banner and skyscraper ads for our extensive website.

For more information please see the **2011 Ad Specs: Website** sheet.