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www.modernismmagazine.com

DIGITAL AD REQUIREMENTS

FULL PAGE ads usually receive premium placement towards the front of the magazine, on a right-hand page. Guaranteed positioning: add 10%. Call for availability.

Resolution

All images (grayscale and color scans) should have a resolution of 300 dpi (for 150 line screen printing) when at 100% size. Scanned black and white line art should have a minimum resolution of 1200 dpi when at 100% size.

Color

All colors in files should be created as CMYK, not Pantone or non-process. Pantone converted to CMYK will have color variance.

Proofs

A high quality laser or digital proof should be provided with color ads. A black & white proof should be provided for black & white ads. We are not responsible for shifts in color due to differences between the file and the proof. The proof is used as a general reference only – not as an exact match. The printing process naturally results in color variance.

Fonts

Send all postscript screen and printer fonts used in the file. **NO TRUETYPE FONTS CAN BE ACCEPTED.**

Imported Graphics

If you are sending a live page layout file with imported graphics, send the original graphics files along with the page layout file.

Borders around ads

All fractional ads must include a border. We do not “float” ads with white edges. If you submit a borderless ad, we will add a thin black line around it.

File Submissions

You can upload your ad to our FTP site, which is located here:

www.modernismmagazine.com/advertise.html

Send only the page layout, fonts and graphics used in your ad. Include a printout of the contents of your disk. Computer Programs: Macintosh Platform – Quark Xpress, Adobe Photoshop, (EPS/TIFF), Adobe Illustrator (EPS), Adobe PDF, InDesign. We accept files on CD or DVD. Ads are accepted via email at YOUR risk. *We will not be held liable for the accuracy or reproduction quality of ads sent via email.*

General File Information

The finished trim size for full page bleed ads is 8-1/2" X 10-7/8". Include an Image Free Zone of 1/8" to avoid having text or images cut off. We are not responsible for errors due to improper file preparation. You may incur additional charges if we have to alter your files to properly prepare them for print.

Payment Terms

Due net 14 days from the date of the invoice. Contract discounts will be cancelled if account is not paid within 30 days of invoice date. New advertisers must prepay the first ad insertion to establish credit.

Publication and Closing Dates

Modernism Magazine is published quarterly: March 15, June 15, September 15, December 15. Refer to deadline sheet for closing dates.

Email jen@modernismmagazine.com for rates.

