



# Digital Specifications

## REMINDERS

### FONTS

All fonts (screen & printer) must be included.

### COLOR ADS

All files **must** be CMYK. Any RGB or PMS files **will be automatically converted** to CMYK **and may result in color shifts.**

### B&W ADS

All files need to be saved as GRAYSCALE. **CMYK conversions to B/W may result in darkened image.**

### IMAGES

Image/Ad resolutions of 300dpi recommended (we cannot guarantee the quality of images from a website)

## ADS ARE NOT ACCEPTED VIA EMAIL

### WHAT to UPLOAD: PDFs

- Ads must be sized exactly
- Output should be set at "Press Optimized" with 300dpi
- **MUST** be CMYK
- Embed all fonts/images

### UPLOAD to Our FTP SERVER

FTP Upload Checklist and Instructions are available on our website, [newjerseybride.com](http://newjerseybride.com), under "Advertising." Call us if you have questions uploading to our server.

## DIGITAL DEADLINES

(All material is expected to be received by 3pm on deadline day)

ISSUE	DEADLINE
Fall/Winter 2009	05/08/09
Spring/Summer 2010	11/06/09

## CONTACT INFORMATION

New Jersey Bride Magazine  
55 Park Place, Morristown, NJ 07960  
Attn: Babette Reynolds  
Advertising Production Manager  
973.539.8230 x-4917  
[production@njmonthly.com](mailto:production@njmonthly.com)

## AD SIZES

	All sizes in inches	W x D / fractions	W x D / decimals
Full page (non-bleed)	7 x 10	7 x 10	
2/3 page (vertical)	4 1/2 x 10	4.5 x 10	
1/2 page (vertical)	4 1/2 x 7 1/2	4.5 x 7.5	
1/2 page (horiz)	7 x 4 7/8	7 x 4.875	
1/3 page (vertical)	2 3/16 x 10	2.187 x 10	
1/3 page (square)	4 1/2 x 4 7/8	4.5 x 4.875	
1/6 page (vertical)	2 3/16 x 4 7/8	2.187 x 4.875	
1/6 page (horiz)	4 1/2 x 2 3/8	4.5 x 2.375	
1/12 page (FMN)	2 1/4 x 2 1/4	2.25 x 2.25	
Full page Bleed	8 3/8 x 11 1/8	8.375 x 11.125	
Trim	8 1/8 x 10 7/8	8.125 x 10.875	
Safety	7 5/8 x 10 3/8	7.625 x 10.375	
Double page spread	create as two full page bleed ads		



*New Jersey  
brides find it all  
online at  
NewJerseyBride.com...*

**...THE #1 SOURCE OF NJ WEDDING INFORMATION**

Giving brides more of what they want and advertisers more of what they need.

Brides want information to help them plan their weddings. You want more business.

**NewJerseyBride.com** offers the best of both worlds. The site's focus on user experience, with the most local information means brides return over and over... where they will see your information over and over.

**PLUS:** NewJerseyBride.com is optimized to search engine specifications so that it comes up before other wedding websites in many categories, giving you the edge.

**WE GIVE NEW JERSEY BRIDES MORE, SO YOU GET MORE:**

- Comprehensive LOCAL editorial that brides need and no other bridal site can match.
- Powerful site search tools that deliver your listing directly to the right brides.
- Advertising packages at a range of price points to fit every budget.
- Advertisers at every level receive a listing and a live link to their website.
- Advertising opportunities rotate so you're never stuck at the end of the line.
- Great new bridal tools that deliver your message virally.
- A reduced number of ads per page so your message gets through to brides loud and clear.
- We're local, just like you. So you get excellent one-on-one customer service.
- Two clicks to satisfaction. Brides don't have to register just to see your ad and listing. We let them browse and they're always only two clicks away from your listing.

Call 973-539-8230 to be part of the most comprehensive site available on the web for NJ-focused wedding research and planning.