

NEJM Journal Watch Production Information

Supplied Ad Creative

Trim size of publication	7 7/8" x 10 1/2"
Ad page size	
Full page (content area)	7" x 10"
Bleed full page	8 1/8" x 10 3/4"
Bleed spread	16" x 10 3/4"
Trim size of spread	15 3/4" x 10 1/2"

Double-page spread should be supplied as a single file without any allowance for gutter bleed. Margin for live matter is 1/2" on all sides.

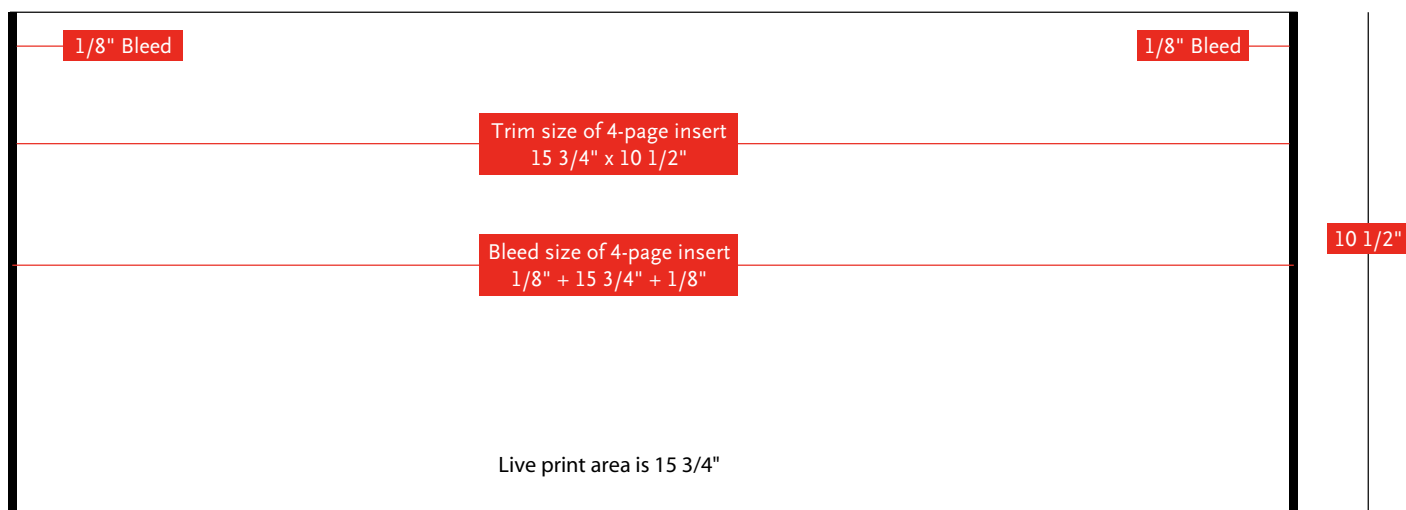
Acceptable Page Layout File Formats

Send high-resolution PDF/x-1a files (include the .125" bleed where necessary, and crop marks). Files should be Acrobat 8 compatible or no lower than Acrobat 4 compatible. If supplying application files for backup, they should be OS X and InDesign CS6, or save as IDML files; include fonts and images. 150-line halftone screen is preferred. Maximum screen tone value is 85%. Minimum is 10%. **Four-colour process:** (CMYK) 150-line screen preferred for all colours.

Media and Labeling Requirements

Mac CD preferred or FTP transfer (provide access information). Issue date should be clearly marked on label.

Please include advertiser, agency name and contact person, phone number, sponsor contact, file name/number, return address, and printout of disk contents.



Graphic not to scale.

To inquire about newsletter production requirements, please contact Peter Merchant at +1-781-434-7745 or pmerchant@mms.org.