

Print Production Information

ROB PRODUCTION INFORMATION

Media

Preferred format is PDF/X-1a. For creation and verification of PDF/X-1a files we recommend Enfocus Pitstop.

Disposition of Ad Materials

Digital files will be held for one year after last insertion and will then be destroyed unless otherwise notified.

Typesetting (noncommissionable)

Full page	C\$280
Two-thirds page	C\$260
Half page	C\$205
Third page	C\$190
Fourth page	C\$155
Eight page	C\$125

Production Charges (noncommissionable)

Pre-trim charge (per thousand)	C\$15
Corrections	C\$65
Key code change	N/C
Corrections: <10 words	N/C
>10 words	C\$30

Trim Size

Trim size of publication	7 7/8" x 10 1/2" (200 x 267 mm)
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Ad Page Sizes Non-bleed (Live Area)

Full	7" x 10" (178 x 254 mm)
Two-Thirds	4 1/2" x 10" (114 x 254 mm)
Half (Horizontal)	7" x 4 7/8" (178 x 124 mm)
Half (Vertical)	3 1/4" x 10" (82 x 254 mm)
Third	2 1/8" x 10" (54 x 254 mm)
Quarter	3 1/4" x 4 7/8" (82 x 124 mm)
Eighth	3 1/4" x 2 1/4" (82 x 51 mm)

Bleed Sizes

Full page	8 1/8" x 10 3/4" (206 x 273 mm)
Half page	8 1/8" x 5 5/8" (206 x 134 mm) or 4 1/4" x 10 3/4" (103 x 273 mm)
Gutter bleed	8 1/8" x 10 3/4" (206 x 273 mm)

Double-page spreads should be supplied as two, single-page files with allowance for gutter bleed:

Trim size of publication	7 7/8" x 10 1/2" (200 x 267 mm)
Single-page size of double-page spread bleed	8 1/8" x 10 3/4" (206 x 273 mm)
Overall size of double-page spread bleed	16 1/4" x 10 3/4" (412 x 273 mm)
Double-page spread trim	15 3/4" x 10 1/2" (400 x 267 mm)
Margin for live matter	1/2" (13 mm) on all edges

Specifications

NEJM is perfect bound, using 34 lb. coated text and 80 lb. coated cover. Preferred halftone screen is 150-line. Maximum screen tone value is 85%. Minimum is 10%.

Four-colour process (CMYK): 150-line screen preferred for all colours. Sum of percentages of tone values should not exceed 260%. No more than one solid colour. Maximum screen tone value for every colour is 85%. Minimize number of colours for reverse type, using key colour for shape of letters, with type in subordinate colours slightly larger than key colour for best registration.

Approvals

All product advertisements must be PAAB approved where applicable.

Where to Send Materials

Electronic delivery: Email ad to displayads@nejm.org with information regarding advertiser, issue date, and size of ad.