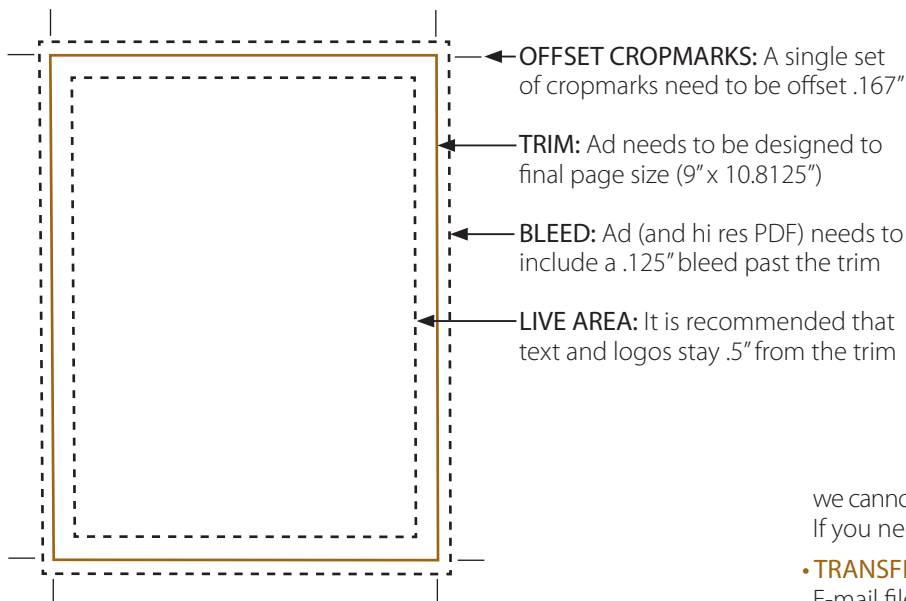


THE MODERN

REQUIREMENTS FOR PRINT AD SUBMISSION



Please contact **Barbara Wilkov** for questions and additional information.
 P: 203.912.3319 | F: 203.801.9934
 E: bwilkov@themodernestate.com

The Modern Estate
 111 Cherry Street
 New Canaan, CT 06840

- **SPECS:** A full page ad in *The Modern Estate* should be sized to 9" x 10.8125" trim with a .125" bleed on all sides. For more detailed information see charts above and below. Note: We prefer fractional ads to be non-bleed. If a fractional bleed ad is submitted, we reserve the right to place a border around it if our layout needs require us to do so.
- **FILE FORMAT:** A .PDF with all fonts and images embedded. Images must be CMYK and high resolution (300 dpi). All other ad elements must have their color defined as CMYK. It is highly recommended that PDF files adhere to the PDF X1a 2001 standard. PDFs should be generated including the bleed and with single set of offset (.167") crop marks set to the trim.
- **PROOF REQUIRED:** Digital materials must also be accompanied by a contract proof that conforms to SWOP 3 (Epson or Kodak approval). If we do not receive a proof that conforms to SWOP 3,

we cannot guarantee accurate color reproduction in the magazine. If you need a proof provided for you, please let us know.

- **TRANSFER METHOD:**
 E-mail files under 10 MB to Danielkornegay@comcast.net or upload PDF files via FTP software using the below specs:
 Host: <ftp.themodernestate.net>
 User ID: TMEAds
 Password: Ads123!

Please direct any technical issues to Daniel Kornegay, P: 860.740.6183

- **SENDING PROOFS & ALTERNATE FILE TRANSFER METHOD:**
 Mail proofs to the below address. If you are unable to transfer PDF files via FTP, you may mail the files on cd-rom disks to the below address:
 Daniel Kornegay
 DESK 3 Design
 12 Brookhill Drive
 East Hampton, CT 06424

PAGE SIZES (*Document size)

FULL PAGE

*Full Page (Trim) 9" x 10.8125"
 Full Page (Bleed) 9.25" x 11.0625"
 Full Page (Live) 8" x 9.812"

SPREAD

*2 Pg Spread (Trim) 18" x 10.8125"
 2 Pg Spread (Bleed) 18.25" x 11.0625"
 2 Pg Spread (Live) 17" x 9.812"

1/2 HORIZONTAL

*1/2 Horizontal (Trim) 9" x 5.406"
 1/2 Horizontal (Bleed) 9.25" x 5.656"
 1/2 Horizontal (Live) 8" x 4.906"

1/2 VERTICAL

*1/2 Vertical (Trim) 4.5" x 10.8125"
 1/2 Vertical (Bleed) 4.75" x 11.0625"
 1/2 Vertical (Live) 4" x 9.812"