

ADVERTISING SPECIFICATIONS & MECHANICAL REQUIREMENTS

Mother Jones has an all-digital workflow based on the PDF/X-1a file format. Please follow these specifications when creating your advertising files for our publication. For assistance, contact your account representative.

DISPLAY ADVERTISING SIZES

FULL PAGE ADS

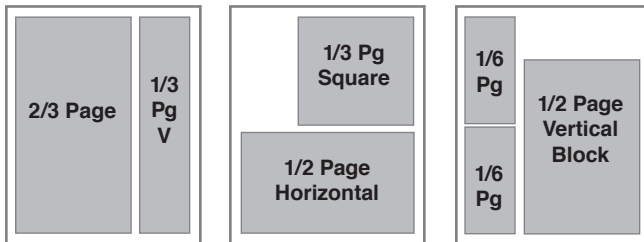
Trim size: 8" w x 10.5" h
Bleed size: 8.25" w x 10.75" h (1/8th" on all 4 sides)
Safety: 7.5" w x 10" h

SPREAD ADS

Trim size: 16" w x 10.5" h
Bleed size: 16.25" w x 10.75" h
Safety: 15.5" w x 10" h

FRACTIONAL ADS

2/3 page 4.67" w x 9.13" h
1/2 page horizontal 7.08" w x 4.5" h
1/2 page vertical block 4.67" w x 7.25" h
1/3 page vertical 2.25" w x 9.13" h
1/3 page square 4.67" w x 4.5" h
1/6 page vertical 2.25" w x 4.5" h



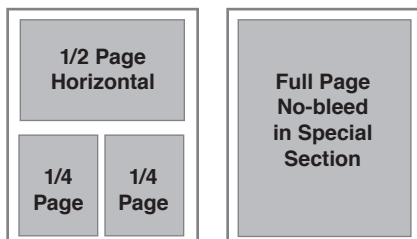
SPECIAL SECTION ADVERTISING SIZES

FULL PAGE ADS

No bleed 7.08" w x 9.13" h

FRACTIONAL ADS

1/2 page horizontal 7.08" w x 4.5" h
1/4 page 3.375" w x 4.5" h



TECHNICAL INFORMATION

Magazine trim size: 8" w x 10.5" h
Image resolution: 300 ppi
Line screen: 150 lpi
Colors: 4C process (CMYK); 5th color is available on the inside front and back cover only, at extra charge
Maximum ink density: 280%
Printing method: web offset; SWOP standards
Binding method: saddle-stitched; jogs to the head.

DIGITAL FILE REQUIREMENTS

Submit ad materials in the PDF/X-1a format.
Image resolution at 300 ppi and in CMYK (no RGB)
Do not apply trapping to files.
Trim marks should be offset 1/4" outside the bleed area.

**ARE YOU INTERESTED IN PRE-PRINTED INSERTS?
CONTACT YOUR ACCOUNT REPRESENTATIVE
FOR MORE INFORMATION.**

SEND AD MATERIALS TO:

Send ad materials to your account representative and production via creatives@motherjones.com. If your ad file exceeds 5 MB, please request FTP information. We can also retrieve large files from file delivery services such as YouSendIt.

TECHNICAL CONTACT

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