

DiversityInc

Magazine Production Specifications

PLEASE SUBMIT ALL ADS AS FOLLOWS:

- Format: PDF
- Fonts: Embedded
- Trim Size: 8.5 x 10.875 in. (9" X 11.375" when a 1/4 in. bleed is added)
- Live Area: 8 x 10.375 in.
- Art & Photos: hi-res

APPLICATION FILES

- All files must be hi-res (300 dpi) PDFs with fonts embedded prior to submission.
- Images must be CMYK or grayscale.
(No spot colors, Pantone, RGB, LAB, or ICC color profiles.)

MAGAZINE THEMES AND CLOSE DATES

Winter 2012 (January–February)

Using Employee-Resource Groups for Maximum Impact

AD CLOSE: JAN 25, 2012 **MATERIALS DUE:** JAN 27, 2012

Spring 2012 (March–April–May)

Innovation Fest!

AD CLOSE: FEB 15, 2012 **MATERIALS DUE:** FEB 17, 2012

Late Spring 2012 (June)

The 2012 DiversityInc Top 50 Companies for Diversity

AD CLOSE: MAY 15, 2012 **MATERIALS DUE:** MAY 19, 2012

Early Fall 2012 (September–October)

Talent Development

AD CLOSE: AUG 15, 2012 **MATERIALS DUE:** AUG 17, 2012

Late Fall 2012 (November–December)

Accountability

AD CLOSE: OCT 15, 2012 **MATERIALS DUE:** OCT 17, 2012

ATTENTION ADOBE INDESIGN USERS:

Some users have found that files exported directly from InDesign to a PDF format drop transparencies when processed for printing. One fix is to export the file either as an .eps or as a postscript file. Both methods retain the transparencies. After postscripting a file, run it through distiller to create a PDF that holds the transparencies. Please refer to your Adobe manual regarding PDF files.

Full-Page Bleed (.25" on all sides):

9" x 11.375"

Safety: .25" on all sides

Trim Size (no bleed): 8.5" x 10.875"

Live Area: 8" x 10.375"

Spread Bleed: 17.5" x 11.375"

- Provide single-page documents
- Bind Type: Perfect

For information on SWOP® specifications and a current list of accepted SWOP® Certified Press Proofs, visit their website at www.swop.org

Advertising-materials submission

Please send ads via email to:
ads@DiversityInc.com

Subject field for files sent via email:

Name of advertiser/issue date.

Also include with all submitted files on disc or to the ad queue:

Advertiser/company name, agency name (when applicable), contact-person name and contact information (person who has submitted file on behalf of advertiser).

Application files:

All files must be converted to a hi-res (300 dpi) PDF with fonts **outlined** prior to submission. A hard copy of the ad should accompany the PDF file disc or a faxed copy if submitted by email.

Images must be CMYK or grayscale.

(No spot colors, Pantone, RGB, LAB, or ICC color profiles.)



Note:

- All fonts must be embedded in PDF. All non-spec fonts should be converted to outlines prior to creating a PDF
- No JPEG images
- Standard trim, bleed and printer marks. No marks included in live image area
- Do not use JPEG encoding or LZW Compression

MATERIAL HELD: DiversityInc reserves the right to purge advertisers' materials and digital files stored for a period of 12 months or more from last printed issue date.

FOR REPRINTS, E-PRINTS OR PERMISSIONS:

Please call (973) 494-0507 or email reprints@DiversityInc.com

PRODUCTION CONTACT:

Production Manager
Phone: (973) 494-0533

CORPORATE OFFICE ADDRESS:

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