

SUBMISSION GUIDELINES

All advertisements should be submitted as digital files.

Proofs

A contract proof must be provided: If no contract proof is provided, we cannot be responsible for the ad's reproduction quality.

A proof must be delivered even when files are sent via e-mail or FTP. Incisive Media will not be responsible for reproduction problems or file corruptions associated with ads not accompanied by a hard-copy proof.

Submitting Your Digital Ads

PDF is the preferred format for submitting files.

- **PDF Files:** You must provide press-quality PDF files. Please contact Incisive Media's production department to ensure that you have the proper job options and PPD file via e-mail to download. For additional information about submitting files to our FTP site, please call 347-227-3102 or e-mail john.cusmano@incisivemedia.com.
- **CD** (650 MB/74 min or 700 MB/80 min)

- **E-mail:** Up to 3 MB files; larger files should be compressed using Stuffit or Winzip, or use the FTP site
- **Platform:** Macintosh
- **Software:** Quark XPress 7 or lower (for Mac); Adobe InDesign CS or higher; Adobe Photoshop CS (for Mac); Adobe Illustrator CS (for Mac)

Image Specifications:

- All image files should be set to a minimum 266 dpi (300 dpi recommended).
- Image files must be Photoshop compatible (must open in Photoshop); preferred format PSD. EPS and Tiff files also accepted.
- All color image files must be **CYMK (no RGB or spot colors accepted)**
- Do not use color jpeg encoding.
- All hi-res files with clipping paths must be in EPS format (do not use clipping paths in Quark XPress).

Font Specifications:

- For application files, include all screen and printer postscript or open type fonts.

- Truetype fonts must also be included in file.
- For PDF files, all fonts must be embedded.

You must indicate the publication name and issue date the ad is being submitted for, or your files cannot be processed. Please submit all digital advertising materials to john.cusmano@incisivemedia.com or mail to:

IP Law & Business
C/O Advertising Department
120 Broadway, 5th Floor
New York, NY 10271

QUESTIONS

If you have questions about material deadlines or other non-technical issues, call the Advertising Department at 212-457-9494.

If you have questions about ad delivery or technical issues, call the Production Department at 347-227-3102.

PUBLICATION SPECS

TRIM SIZE	8" x 10 ¾"
BLEED SIZE	8 ¼" x 11"
LIVE AREA	7" x 9 ¾"
LINE SCREEN	133

AD SIZES

FULL PAGE 7" x 9 ¾"	TWO-THIRDS PAGE Vertical 4 ½" x 9 ¾"	HALF PAGE Horizontal 7" x 4 ⅝"	ONE-THIRD PAGE Vertical 2" x 9 ¾"	ONE-THIRD PAGE Square 4 ½" x 4 ⅝"	QUARTER PAGE Horizontal 7" x 2 ¼"
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