
2018

The Atlantic

Print and Digital Specs

CALENDAR

Issue	Space Close	Print Ad Materials Due	Newsstand On-Sale
January/February	11/01/17	11/07/17	12/19/17
March	12/27/17	01/02/18	02/13/18
April	01/31/18	02/06/18	03/20/18
May: Sports Report	03/07/18	03/13/18	04/24/18
June	04/04/18	04/10/18	05/22/18
July/August: Health Report	05/09/18	05/15/18	06/26/18
September	06/27/18	07/03/18	08/14/18
October	08/01/18	08/07/18	09/18/18
November: Technology Issue	08/29/18	09/04/18	10/16/18
December	10/03/18	10/09/18	11/20/18
January/February 2019	10/31/18	11/6/18	12/18/18

NO CANCELLATIONS WILL BE ACCEPTED AFTER SPACE CLOSE. MATERIALS RECEIVED AFTER CLOSE WILL BE INSPECTED IF TIME ALLOWS BUT MAY RUN AS SENT.
 FOR AD SPECS AND SHIPPING INFO REFER TO: ADVERTISING.THEATLANTIC.COM/SPECS.

PRINT SPECS

Print ad size	non-bleed	bleed	trim	live area
Spread		16" X 10.75"	15.75" X 10.5"	15.75" X 10"
Full page		8.125" X 10.75"	7.875" X 10.5"	7.375" X 10"
2/3 vertical	4.625" x 9.5"	5.25" X 10.75"	5" X 10.5"	4.5" X 10"
1/3 vertical	2.25" X 9.5"	2.875" X 10.75"	2.625" X 10.5"	2.125" X 10"
1/2 page horizontal	4.625" X 4.625"	8.125" X 5.25"	7.875" X 5.125"***	.25" from trim
1/2 page spread horizontal	6.75" X 4.625"	16" X 5.25"	15.75" X 5.125"***	.25" from trim
1/2 page digest	Call for size			
1/6 page vertical	2.25" X 4.625			
1/6 page horizontal	Call for size			
1/12	2.25" X 2.25"			
1 inch	2.25" X 1"			

** NO TOP BLEED FOR 1/2 PAGE ADS

PRINT SPECS

Live area, safety, and trim for bleed ads

Trim size: 7.875" x 10.5"

Keep live matter .25" from trim, .375" from bleed edge. Gutter safety .25".

For spread bleed ads, supply separate proof ruled with trim marks to show position on page.

File format

File: PDF x1a preferred. All graphics minimum 300dpi.

Total combined density should not exceed 280%.

Color: 4-Color Process;

Matched: GAA/SWOP.

5th cylinder available upon approval; premium charge applies. Incorrect spot or RGB color can be converted to CMYK at advertiser risk by written request.

Materials/proofs

Submit all files online: theatlantic.sendmyad.com

Files are not accepted via e-mail. If more than one file is uploaded, The Atlantic will run the most recent and delete duplicates.

Proofs: Ads submitted without a SWOP- standard proof waive the right to question color/reproduction. (In the absence of SWOP we run on press to a digital version of the supplied file. A majority of our advertisers are now choosing this option.)

Send one SWOP proof to:

Jennifer Adams

Atlantic Production

600 New Hampshire Ave NW Washington, DC 20037 202.266.7077

Materials specifications and schedule available online at advertising.theatlantic.com/specs

General information

Frequency: Published 10 times a year, with double issues in January/February and July/August, by:

The Atlantic Monthly Group

600 New Hampshire Avenue NW Washington, DC 20037

202.266.6000

Printing process: 0 set Full Run, 133 line screen

Binding: Perfect Bound

Layouts: 2 and 3 columns

Printing process: 0 set Full Run, 133 line screen

Binding: Perfect Bound

Layouts: 2 and 3 columns

Contacts

Media Kit: rethink.theatlantic.com

Advertising information and rates:

atlantic_advertising@theatlantic.com, 646.539.6700

Print production and materials information:

atlantic_production@theatlantic.com

For split distributions, inserts, and manufacturing:

John Kefferstan, Production Director 202.266.7076

For print materials questions/extensions, ad portal help, and delivery or preflight questions:

Jennifer Adams,

Associate Production Director 202.266.7077

**DIGITAL SPECS:
BILLBOARD**

Dimensions	970X250	
Accepted file/creative types	Gif/JPEG	HTML 5 (preferred)
Max file size	250KB	500KB
Border requirements	1 non-transparent pixel border	
Audio initiation	n/a	user click, on-load audio must be on mute
Animation initiation	n/a	user click or auto-play on mute
Animation length	n/a	:15sec
Third party tag type	Image file + 1X1 with Click Tracker	Javascript / iFrame and Internal Redirects
Lead time	5 business days	

**DIGITAL SPECS:
LEADERBOARD**

Dimensions	728X90	
Accepted file/creative types	Gif/JPEG	HTML 5 (preferred)
Max file size	150KB	300KB
Border requirements	1 non-transparent pixel border	
Audio initiation	n/a	user click, on-load audio must be on mute
Animation initiation	n/a	user click or auto-play on mute
Animation length	n/a	:15sec
Third party tag type	Image file + 1X1 with Click Tracker	Javascript / iFrame and Internal Redirects
Lead time	5 business days	

**DIGITAL SPECS:
BOX**

Dimensions	300X250	
Accepted file/creative types	Gif/JPEG	HTML 5 (preferred)
Max file size	150KB	300KB
Border requirements	1 non-transparent pixel border	
Audio initiation	n/a	user click, on-load audio must be on mute
Animation initiation	n/a	user click or auto-play on mute
Animation length	n/a	:15sec
Third party tag type	Image file + 1X1 with Click Tracker	Javascript / iFrame and Internal Redirects
Lead time	5 business days	

**DIGITAL SPECS:
HALF PAGE**

Dimensions	300X600	
Accepted file/creative types	Gif/JPEG	HTML 5 (preferred)
Max file size	250KB	500KB
Border requirements	1 non-transparent pixel border	
Audio initiation	n/a	user click, on-load audio must be on mute
Animation initiation	n/a	user click or auto-play on mute
Animation length	n/a	:15sec
Third party tag type	Image file + 1X1 with Click Tracker	Javascript / iFrame and Internal Redirects
Lead time	5 business days	

**DIGITAL SPECS:
VIDEO PRE-ROLL: SKIP**

Dimensions	480x361v	
Accepted file/creative types	MP4 + 1X1	VAST 3.0
Video Length	Min 12 sec	Max 30 sec
Max File Size	10 MB	
Max Bit Rate	1000 KPBS	
Max Frames per second (fps_	30	
Lead time	6 business days	

**DIGITAL SPECS:
VIDEO PRE-ROLL: NO SKIP**

Dimensions	480x360v	
Accepted file/creative types	MP4 + 1X1	VAST 2.0
Video Length	Min 2 sec	Max 15 sec
Max File Size	10 MB	
Max Bit Rate	1000 KPBS	
Max Frames per second (fps_	30	
Lead time	6 business days	