
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

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	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"
⅔ vertical	5.25" X 10.75"	5" X 10.5"	4.5" X 10"
⅓ vertical	2.875" X 10.75"	2.625" X 10.5"	2.125" X 10"
½ page horizontal	8.125" X 5.25"	7.875" X 5.125"**	.25" from trim
½ page spread horizontal	16" X 5.25"	15.75" X 5.125"**	.25" from trim

** NO TOP BLEED FOR ½ 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

Tablet/mobile materials questions and to opt-in/out of tablet/mobile editions:

Bridget LaPoint, Sales Planner 646.539.6779 blapoint@theatlantic.com

**DIGITAL SPECS:
LEADERBOARD**

Dimensions	720X90	
Accepted file/creative types	Gif/JPEG	HTML 5 (preferred)
Max file size	40K	100K
Border requirements	1 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	:30sec
Third party tag type	Image file + 1X1 with Click Tracker	Javascript / iFrame and Internal Redirects
Lead time	5 business days	

**DIGITAL SPECS:
BOX**

Dimensions	330X250	
Accepted file/creative types	Gif/JPEG	HTML 5 (preferred)
Max file size	40K	100K
Border requirements	1 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	:30sec
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	50K	100K
Border requirements	1 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	:30sec
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**

Dimensions	1280X720	
Accepted file/creative types	MP4 + 1X1	VAST
Max File Size	Need three files: Low Bandwidth: 2mb Avg. Bandwidth: 3.5mb High Bandwidth: 7mb	n/a
Video Length	:15s or :30s	
Video File Size	7MB	
Bit Rate	30BPS	
Aspect Ratio	16:09	
Third party tag type	.mp4 Video File + 1X1 with click tracker	VAST 1.0 or 2.0 or 3.0
Lead time	5 business days	