

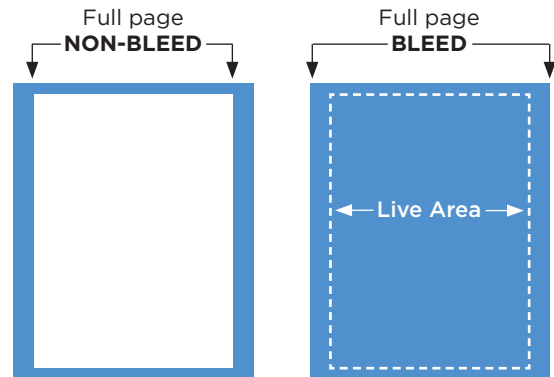
MAGAZINE TRIM SIZE: 8" x 10-1/2" **PRINTING PROCESS:** Web offset **BINDING:** Saddle Stitch

UNIT	NON-BLEED	BLEED
Spread*	15" x 10"	16-1/4" x 10-3/4"
1/2 page spread**	15" x 4-1/2"	16-1/4" x 5-1/4"
Full page	7" x 10"	8-1/4" x 10-3/4"

* Send each page of full page spread as separate files in PDF/X-1a:2001 format.

** Send each page of 1/2 page spread as separate files in Illustrator eps or Photoshop eps or tiff.

For bleed ads, the live area should **not** exceed the non-bleed measurements (i.e. the live area for a full page bleed is 7" x 10")



FILE FORMAT: PDF/X-1a:2001 format only. Careful attention must be paid to the proper creation of PDF/X-1a:2001 files to ensure that they will reproduce correctly. All high-resolution images and fonts must be included when the PDF/X-1a:2001 file is saved. Use only Postscript fonts—no TrueType fonts or font substitutions. Images must be a high resolution TIFF or EPS files at 300 dpi. Total area density should not exceed SWOP 300% TAC. Images should be CMYK or grayscale only; no RGB images. Do not nest EPS file into other EPS files. Do not embed ICC profiles within images. All required image trapping must be included in the file. All transparencies must be flattened. File should be right reading, portrait mode, 100% size, and no rotations. PDF/X-1a:2001 must include trim marks, bleed and center marks in all separations. 4-color black type is not recommended. Publisher is not liable for print quality of advertisements not arriving to SWOP specifications.

BLEED ADS: Image or color bleeds must extend 1/8" beyond the trim line on all sides.

TRIM/CROP MARKS: They should offset from trim by 1/4". Marks are not to touch live image or bleed area.

FILE NAMING: All files must be labeled correctly with *advertiser name* and *magazine issue date* (example: kashi_feb2019). Limit file name to 24 characters including the extensions. Do not use spaces and illegal characters such as (" " ~ @ # \$ % ^ & * () ! { } [] / ' \ ; :) in file names. *Please check your file carefully before you send it.*

MATERIAL DEADLINE: Materials are due at 5pm EST on material due date or extension date.

DELIVERY: We accept materials via email to ray@psychologytoday.com. Please include *advertiser name* and *magazine issue date* in the subject line of the email (example: Kashi-Feb 2019).

PROOF: *Psychology Today* utilizes Virtual Proofing technology. Hard copy guidance is no longer required.

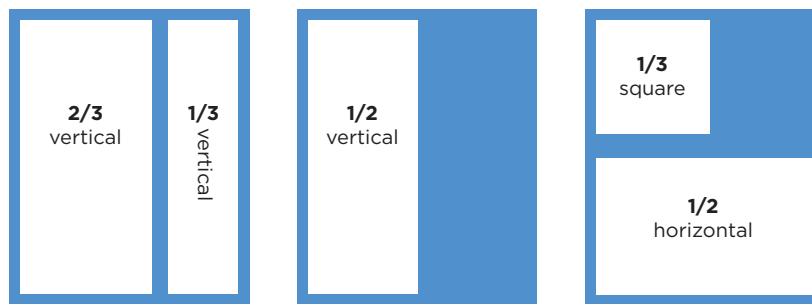
CONTACT

Ray Ramcharitar, *Production Director*

Tel: 212-260-7210 x208 • Direct: 646-763-6368 • Fax: 212-260-7566 • Email: ray@psychologytoday.com
Psychology Today/Production Department 115 East 23rd Street, 9th Floor New York, NY 10010

MAGAZINE TRIM SIZE: 8" x 10-1/2" **PRINTING PROCESS:** Web offset **BINDING:** Saddle Stitch

UNIT	NON-BLEED	BLEED	LIVE AREA	TRIM
2/3 page	4-1/2" x 10"	5-1/4" x 10-3/4"	4-1/2" x 10"	4-15/16" x 10-1/2"
1/2 horizontal	7" x 4-1/2"	8-1/4" x 5-3/8"	7" x 4-1/2"	8" x 5-1/8"
1/2 vertical	3-1/2" x 10"	4-1/8" x 10-3/4"	3-1/2" x 10"	3-7/8" x 10-1/2"
1/3 vertical	2-1/8" x 10"	2-7/8" x 10-3/4"	2-1/8" x 10"	2-9/16" x 10-1/2"
1/3 square	4-1/2" x 4-1/2"	—	4-1/2" x 4-1/2"	4-1/2" x 4-1/2"



FILE FORMAT: **Illustrator eps** (layers must be flattened and text converted to outlines) or **Photoshop eps/tiff** (layers must be flattened) at 300 resolution. Trim marks are not required. Any unused colors must be deleted. Line art used at 100% should be 1200 dpi; used at 50%, it can be 600 dpi; it should not be used at any size smaller than 50%. Publisher is not liable for print quality of advertisements not arriving to specifications. *Please check your file carefully before you send it.*

ARTWORK: Images must be SWOP (CMYK or Grayscale), TIFF or EPS format files at 300 resolution. All color artwork/illustrations or photographs must be saved as CMYK. No RGB files accepted.

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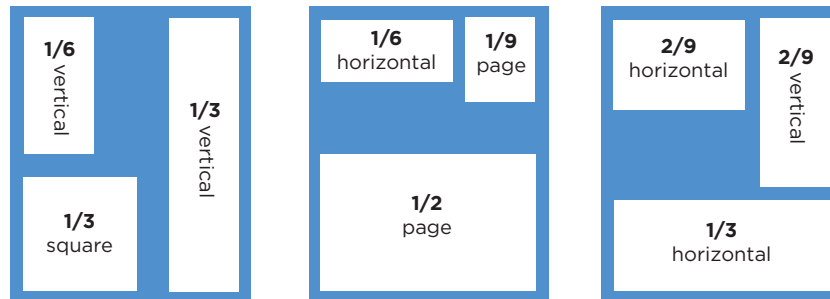
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MAGAZINE TRIM SIZE: 8" x 10-1/2" **PRINTING PROCESS:** Web offset **BINDING:** Saddle Stitch

EDUCATION & EMPORIUM

UNIT	DIMENSIONS
Full page	7" x 9-1/4"
1/2 page	7" x 4-1/2"
1/3 square	4-1/2" x 4-1/2"
1/3 vertical	2-1/8" x 9-1/4"
1/3 horizontal	7" x 3"

UNIT	DIMENSIONS
2/9 vertical	2-1/8" x 6-1/8"
2/9 horizontal	4-1/2" x 3"
1/6 vertical	2-1/8" x 4-1/2"
1/6 horizontal	4-1/2" x 2-1/8"
1/9 page	2-1/8" x 3"



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Magazine Trim Size: 8" x 10-1/2" **Printing Process:** Web offset **Binding:** Saddle Stitch

Insert dimension (see page 2 for a visual):
 Insert must be 12 1/8" x 10 3/4", this includes 1/8" bleed for trimming on three sides. The Live/Safety area is 7 1/2" x 10".
Do not include cropmarks on inserts. Insert will be bound and trimmed to the size of our 8" x 10 1/2" magazine.

Stock:

Minimum: 80# Text stock
Maximum: 130# Text stock

Spoilage:

• **Under 50,000 inserts:** supply **1500**
 • **Over 50,000 inserts:** supply **3%**

Delivery to printer (FRY)

Packaging Requirements

Materials being delivered must meet the following requirements.

1. All materials must be accompanied by a detailed packing list and Bill of Lading ("BOL").
2. Each skid and/or carton should be clearly marked on all four sides with the following information:
 - a. Counts per lift/carton
 - b. Total counts per skid
 - c. Total number of pieces (forms) for roll stock and/or fanfold
 - d. Description of piece (key code, unique identifier)
 - e. Title and issue or a FRY Job Number (please contact your Account Sales Representative or see below)
 - f. Front page edit clue if 2-page insert (Example: attach an actual sample of the insert to the outside of the carton and label it "Page 1/Side A").
3. All skids must be secured, wrapped and banded with plastic banding, not metal.
4. The total height of the skid can be no more than 45", the dimensions of which must be no more than 48" long by 40" wide and not less than 46" long by 36" wide.

FRY reserves the right to refuse delivery of materials that do not meet the packaging requirements OR to repackage the materials for a fee (based on prevailing rates) OR to require the materials be picked up by the customer.

FRY Job Number

All product shipments **MUST** be accompanied by FRY Job Number on the BOL. If the FRY Job Number is not available, the BOL must include the title and issue of the product being delivered.

Delivery

Deliveries must arrive between 8:00 am-3:30 pm, Monday through Friday. Supplied materials arriving after hours will not be verified. (There is no delivery apt. required. Dock is open 24/7. If it's outside of regular hours: 8:00 am-3:30 pm, the driver may need to wait) Telephone notification of quantity, number of pallets, shipper and estimated time of arrival should be forwarded to your Customer Service Account Administrator prior to shipping.

Printer's address
Fry Communications,
Building 3
15 Pleasant View Drive
Mechanicsburg, PA 17050

Delivery Times
Monday-Friday
8:00 am-3:30 pm

Issue Months	Job Number *	Proof & Stock Due at Psychology Today **	Insert Due at FRY
Jan/Feb '21	6/9154	11/13/20	11/30/20
Mar/Apr '21	7/9154	01/15/21	02/01/21
May/Jun '21	8/9154	03/12/21	03/29/21
Jul/Aug '21	9/9154	05/14/21	05/28/21
Sep/Oct '21	10/9154	07/16/21	07/26/21
Nov/Dec '21	11/9154	09/10/21	09/27/21

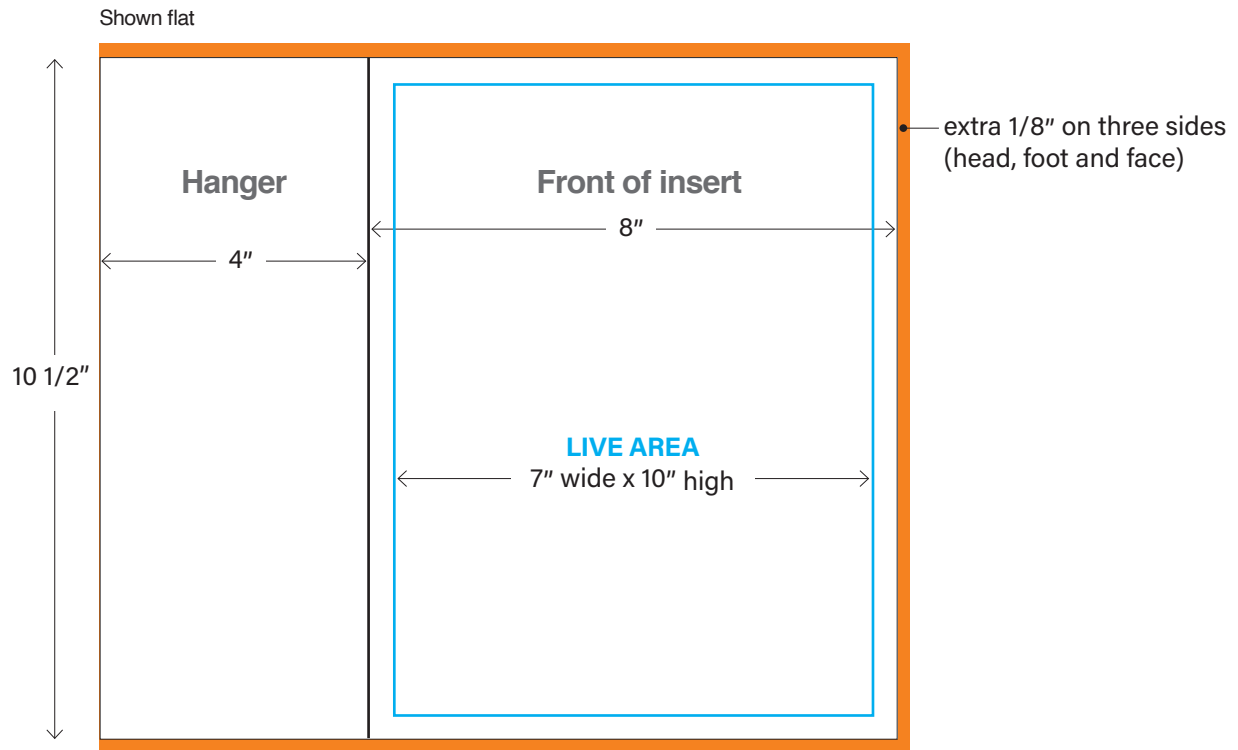
* JOB NUMBER **must** be clearly marked on all boxes of inserts sent to printer.

**** Before printing, you must mail the 12.125" x 10.75" hardcopy insert ad creative proof (labeled side A/front of insert) and two samples of the actual insert stock (labeled with the stock weight) for approval, to:**
 Psychology Today/Production Department 115 East 23rd Street, 9th Floor New York, NY 10010

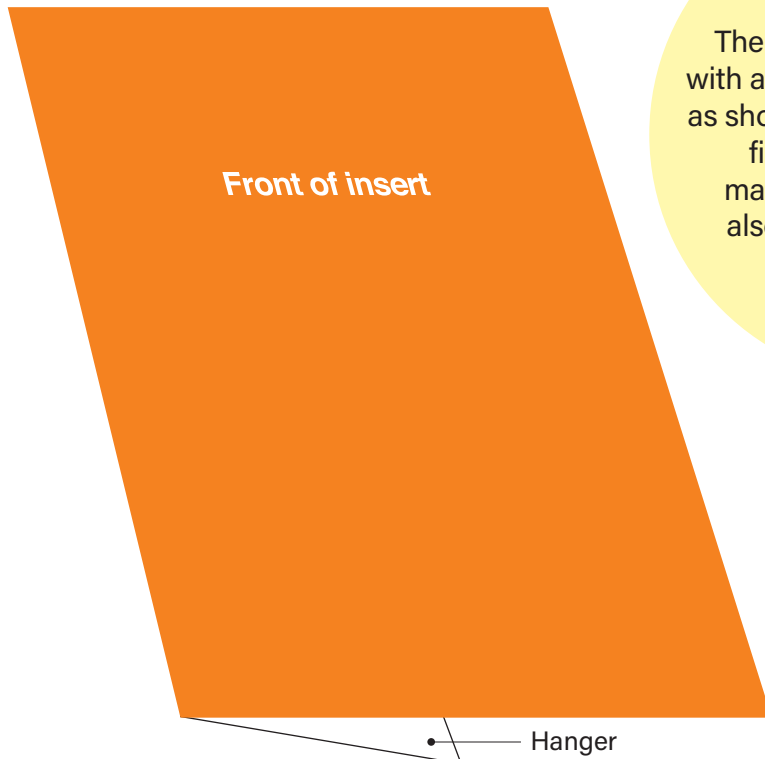
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Insert dimension:



Shown folded



IMPORTANT:
The insert must be supplied with an extra 1/8" on three sides as shown in **orange** (above) for final trimming with the magazine. The insert must also be supplied folded as shown on the left.