

FORTUNE

SPECIFICATIONS

TIME INC. DIGITAL ADVERTISING STANDARDS

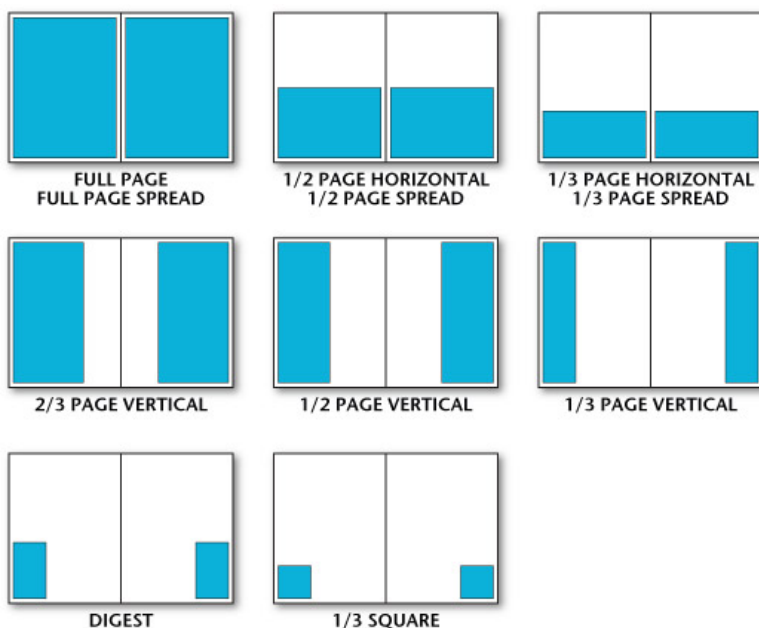
With the arrival of a digital era in the graphic arts industry, a lack of agreeable standards hindered the progress of increasingly efficient methods for the creation and distribution of digital advertising. Thus, in collaboration with various industry groups such as Digital Ad Lab, SWOP and the former DDAP Association, Time Inc. advocated for the development and adherence of standards when creating digital advertising intended for print. It was decided upon that the specifications for PDF/X-1a compliant files would be suitable for all areas of the digital advertising process.

As of January 1, 2004, all ad files submitted to Time Inc. titles must be supplied in PDF/X-1a format.

Time Inc. will no longer accept native application files, such as QuarkXPress, PageMaker, etc. Additionally, TIFF/IT-P1 files are also not accepted.

AD SIZES

NOTE: Diagrams are not to scale, also not all sizes are available. Please refer to the mechanical specifications below to see which are available.



MECHANICAL SPECIFICATIONS

AD SIZE	BLEED	LIVE / SAFETY	NON BLEED	TRIM
Page	8 1/4" x 10 3/4"	7 1/4" x 9 3/4"	7" x 10"	8" x 10 1/2"
Spread	16 1/4" x 10 3/4"	15 1/4" x 9 3/4"	14 7/8" x 10"	16" x 10 1/2"
1/2 Page Vertical	4 3/16" x 10 3/4"	3 3/16" x 9 3/4"	3 3/16" x 9 3/4"	3 15/16" x 10 1/2"
1/3 Page Vertical (One Column)	2 7/8" x 10 3/4"	2 1/4" x 9 3/4"	2 1/4" x 10"	2 5/8" x 10 1/2"
2/3 Page Vertical (Two Columns)	5 1/4" x 10 3/4"	4 5/8" x 9 3/4"	4 5/8" x 10"	5" x 10 1/2"
1/2 Page Horizontal	8 1/4" x 5 3/8"	7 1/4" x 4 3/4"	7" x 4 3/4"	8" x 5 1/8"
1/2 Spread Horizontal	16 1/4" x 5 3/8"	15 1/4" x 4 3/4"	14 7/8" x 4 3/4"	16" x 5 1/8"
1/3 Square	n/a	n/a	4 5/8" x 4 7/8"	n/a

Please note when designing an ad with the expectation of an equal border on all sides, there is a 1/16" allowable tolerance in the trimming of our magazines. We suggest using a border with a minimum width of 3/8".

ISSUE & CONTACT

CONTACT	EMAIL
Fortune Ad Production	TI-PR-FORTUNEADPROD@timeinc.com

ISSUES 2015

ISSUE / EDITION	AD CLOSE	ON SALE
MPW	8/24/15	9/14/15
October	9/7/15	9/28/15
November	10/5/15	10/26/15
December	10/26/15	9/16/15
Investors Guide	11/16/15	10/7/15

ISSUES 2016

ISSUE / EDITION	AD CLOSE	ON SALE
January_2016	12/7/15	12/28/15
February_2016	1/4/16	1/25/15
March_2016	2/1/16	2/22/15
100 Best Co._2016	2/15/16	3/7/15
April_2016	3/7/16	3/28/15
May_2016	4/4/16	4/25/15
June_2016	5/2/16	5/23/15
Fortune 500_2016	5/16/16	6/6/15
July_2016	6/6/16	6/27/15
Tech/Global 500_2016	7/4/16	7/25/15
September_2016	8/1/16	8/22/15
MPW_2016	8/22/16	9/12/15
October_2016	9/5/16	9/26/15
November_2016	10/3/16	10/24/15
BPOY_2016	10/24/16	11/14/15
Investors Guide_2016	11/14/16	12/5/15
January_2017	12/5/16	2/26/15

FILE PREPARATION

The following guidelines should be followed when creating content for print advertising. Ensure that only one ad is included per PDF/X-1a file.

Images

- All high-resolution images must be included. Do not embed OPI information in files.
- Images are required to be SWOP TR 005 compliant.
- CMYK or Grayscale only. Convert any Spot colors not intended to print into CMYK.
- Minimum resolution of 200 dpi.
- Screening set at 133 lpi.
- Apply image trapping as needed.
- Do not nest EPS files within other EPS files.
- Save images in TIFF or EPS format, with no ICC profiles embedded.

Fonts

- Only use Type 1 or TrueType fonts.
- Text containing thin lines, serifs, or small lettering should be restricted to one color.
- **Reverse lettering:** For CMYK advertisements should be spread with the dominant color used for letter shapes, while subordinate colors are to be spread slightly, to minimize registration issues.
- **Surpinting/Overprinting:** When type is intended to surprint/overprint, the background should be no heavier than 30% in any color and a total of no more than 90% in all four colors.

Dimensions

- Maximum dimensions for file, inclusive of all marks, color bars and agency information

Single Page:	11" wide x 17" high
Spread Page:	22" wide x 17" high

Marks & Positioning

- Include standard Trim, Bleed & Center marks for ALL separations placed .5" outside Trim area.
- Include a 6mm CMYK strip (included in [Time Inc. - Advertiser Kit](#)) with the following values:

5% Cyan	25% Magenta	20% Yellow	100% Black
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- Files should be Right Reading, Postscript Mode, and sized at 100% with no rotations applied.

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Safety

- For Full Page Ads, all live content intended to print must be kept at least .25" inside Trim size.
- For Spread Ads, all live content should be kept at least .25" from gutter for each side.
- For safety information on Partial Ads, please refer to the MECHANICAL SPECIFICATIONS chart above.

Note: Special consideration MUST be taken if you are designing an ad with a varnish or Scented area. Please [CLICK HERE](#) to Download a Spec. PDF for how to create the Ad.

Creating PDF/X-1a File

- To create an acceptable PDF/X-1a file, please click on the PDF Guide link above to access specific instructions for your application.

GENERAL INFORMATION

File Submission

Files must be submitted via the Time Inc. Ad Portal. Please click on the Ad Portal Guide link above to access step-by-step instructions on how to submit a file.

Proofs

FORTUNE magazine is presently using Virtual Proofing at its printing plants and is no longer accepting hard proofs from advertisers. Please click on the Virtual Proofing Guide link above to access information on submitting a Virtual Proof compliant file.

Binding

FORTUNE magazine is perfect-bound.

SPOT Colors

Advertisements which include spot colors will be charged an additional production cost.

Trademarks

- Please ensure any mention of FSB or FORTUNE is followed by the respective trademark (FSB®, FORTUNE®, FORTUNE 500®, FORTUNE 100™, FORTUNE 1000™).
- Additionally, advertisements must also include text indicating the following: "FORTUNE 500 is a registered trademark of the FORTUNE magazine division of Time Inc."
- Any advertisement without trademark information will be rejected for non-compliance with legal requirements.