

## Print Advertising Specs



### > File Preparation

- Each file should contain only one page or one spread.
- Screen angles used (unless otherwise requested on disk label): C-15%, M-45%, Y-90%, K-75%
- All required trapping should be done prior to creating the file.
- Color traps: .08mm/0.144pt and black overprint set when necessary.
- Include quality control patch (color bars) within maximum dimension of ad file.
- All printer marks (trim, bleed, center) should be included in all colors.

### > File Formats

- PDF/X-1a:2001
- Scanned images must be high resolution (300 dpi), CMYK.
- No spot colors, RGB, LAB, or ICC profiles and saved in TIFF or EPS format.
- Final output of all Bloomberg Businessweek pages will be at 2400dpi/ 04.488dpm.
- All fonts must be included and be Type 1 or 3.
- No TrueType Fonts.

### > Mechanical Specifications

- Line Screen: 133 lines per in. 54 lines per cm
- Headlines across the gutter should be set so that words, rather than letters, are split.
- See below for Ad Size, Trim and Safety information.

### Contact

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### Insertion Orders

Insertion orders are binding after closing dates. No cancellations accepted after this date.

Please email insertion orders for Bloomberg Businessweek to [bworders@bloomberg.com](mailto:bworders@bloomberg.com)

Please email insertion orders for Bloomberg Markets to [marketsorders@bloomberg.com](mailto:marketsorders@bloomberg.com)

## Bloomberg Businessweek

Ad Size	Bleed	Trim	Live
<b>Full Page</b>	8 1/8" X 10 3/4" 206.375mm x 273.05mm	7 7/8" X 10 1/2" 200.025mm x 266.7mm	7 1/8" X 9 3/4" 180.975mm x 247.65mm
<b>Full Spread</b>	16" X 10 3/4" 406.04mm x 273.05mm	15 3/4" X 10 1/2" 400.05mm x 266.7mm	15" X 9 3/4" 381mm x 247.65mm

**Live Matter Safety:** 3/8" (9.51 mm) on each side.

**Total Gutter Safety:** 1/8" (3.17 mm) on each side.

## Bloomberg Markets / Bloomberg QuickTake

Ad Size	Bleed	Trim	Live
<b>Full Page</b>	8 3/4" X 11 1/8" 222.25mm x 282.575mm	8 1/2" X 10 7/8" 215.9mm x 276.225mm	8" X 10 3/8" 203.2mm x 263.525mm
<b>Full Spread</b>	17 1/4" X 11 1/8" 438.15mm x 282.575mm	17" X 10 7/8" 431.8mm x 276.225mm	16 1/2" X 10 3/8" 419.1mm x 263.525mm

**Live Matter Safety:** 1/4" (6.35 mm) on each side.

**Total Gutter Safety:** 1/4" (6.35 mm) on each side.

### Production

All ad files should be uploaded to:  
<https://www.adshuttle.com/bloomberg>

Bloomberg will maintain ad files and proofs for seven months.