

ADVERTISING SPECIFICATIONS

ADOBE ACROBAT PDF FILES

1. All fonts must be embedded and must be Type 1, OpenType, or TrueType fonts.
2. All colors must be CMYK.
3. Images must be the equivalent of 300 dpi.
4. PDF/X in conformance with all ANSI/CGATS/SWOP current standards is acceptable.

SENDING VIA ANONYMOUS FTP

FTP software such as [CuteFTP](#) (Windows) or [fetch](#) (Mac) needs to be installed on your computer to send files this way.

Using FTP client software, connect to nation.exavault.com. Use nationads as the login name and nationads as the password. (Note: For some FTP clients this login/password may appear automatically.)

DIGITAL FILE E-MAIL INSTRUCTIONS

E-mails may be used to send advertising files to *The Nation* only if they are smaller than 5 to 10 megabytes. Larger files should be sent via FTP, WeTransfer, Dropbox, or AdTransit.

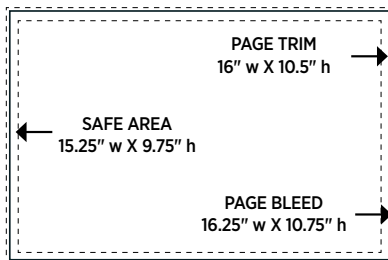
For further production instructions, please contact Omar Rubio at 212-209-5421 or e-mail omar@thenation.com, or Mel Gray at mel@thenation.com

TIMING

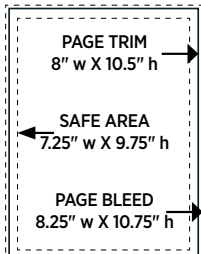
Please adhere to materials due date on ad calendar. For an extension, contact your ad representative. Any changes to files deemed to be author's alterations may be charged at the prevailing hourly rate. Submitted files that do not conform to the above standards may be subject to additional charges for the file conversion/manipulation.

PRINT SETTINGS

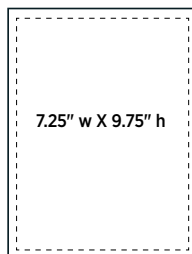
2-PAGE SPREAD (W/BLEED)



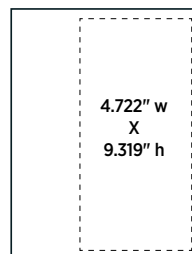
FULL-PAGE (W/BLEED)



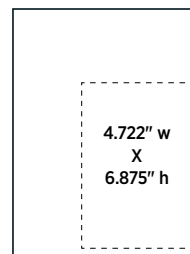
FULL-PAGE (NO/BLEED)



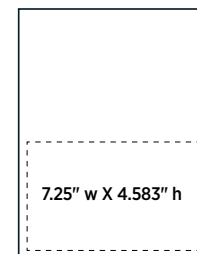
2/3 PAGE*



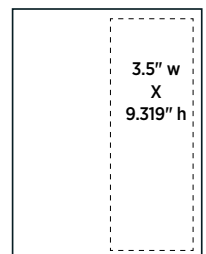
1/2 PAGE ISLAND*



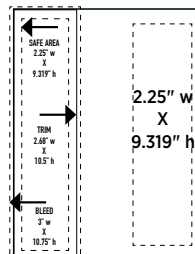
1/2 PAGE HORIZONTAL



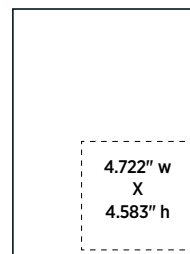
1/2 PAGE VERTICAL**



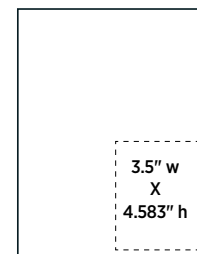
1/3 PAGE VERTICAL*



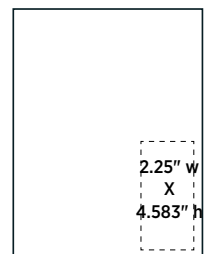
1/3 PAGE SQUARE*



1/4 PAGE**



1/6 PAGE*



*This ad configuration will only appear within the book section of the magazine (except 1/3 vertical bleed on page 2)

**This ad configuration will only appear within the articles section of the magazine