

The Atlantic

Print & Digital Specs

PRINT SPECS

| Print ad size | non-bleed | bleed* | trim* | live area* |
|------------------------------|------------------|---------------------------------|-----------------|----------------|
| Spread | | 16" X 10.75" | 15.75" X 10.5" | 15.25" X 10" |
| Full page | | 8.125" X 10.75" | 7.875" X 10.5" | 7.375" X 10" |
| ⅓ vertical | 4.625" x 9.5" | 5.25" X 10.75" | 5" X 10.5" | 4.5" X 10" |
| ⅓ vertical | 2.25" X 9.5" | 2.875" X 10.75" | 2.625" X 10.5" | 2.125" X 10" |
| ⅓ square | 4.625" X 4.625" | | | |
| ½ page horizontal (standard) | 6.75" X 4.625" | 8.125" X 5.25" | 7.875" X 5.125" | .25" from trim |
| ½ spread horizontal | 14.625" X 4.625" | 16" X 5.25" | 15.75" X 5.125" | .25" from trim |
| ½ page digest | Call for size | ** No top bleed for ½ page ads. | | |
| ⅙ page vertical (standard) | 2.25" X 4.625" | | | |
| ⅙ page horizontal | Call for size | | | |
| 1/12 | 2.25" X 2.25" | | | |
| 1 inch | 2.25" X 1" | | | |

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 email. 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

THE ATLANTIC ON APPLE NEWS+

Advertisers with half-page or larger print ads may opt in to the magazine's AppleNews+ digital edition by uploading additional creative.

Upload ONE AppleNews+ file per ad under Tablet Ads at theatlantic.sendmyad.com
[Please ignore the site's warning to upload both horizontal and vertical files -- only one file is required.]

For Spreads:
2400x1800 Horizontal
Dimension: 2400px x 1800px

For Pages:
1800x2400 Vertical
Dimension: 1800px x 2400px

Requirements:
File Type: JPEG Only
Resolution: 300 PPI
Max file size: 20MB
Please include clickthrough URL

General information

Frequency: Published 10 times a year, with double issues in January/February and July/August by:

Emerson Collective
555 Bryant St. #259
Palo Alto, CA 94301

The Atlantic Monthly Group
600 New Hampshire Avenue
NW Washington, DC 20037
202.266.6000

Printing process: Offset 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

Materials specifications and schedule available online at advertising.theatlantic.com

DIGITAL SPECS: BILLBOARD

| | | |
|-------------------------------------|-------------------------------------|--|
| Dimensions | 970x250 | |
| Accepted file/creative types | Gif/JPEG | HTML 5 (preferred) |
| Max file size | 250KB | 500KB |
| Border requirements | 1 non-transparent 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 | :15sec |
| Third-party tag type | Image file + 1X1 with Click Tracker | Javascript / iFrame and Internal Redirects |
| Lead time | 5 business days | |

DIGITAL SPECS: LEADERBOARD

| | | |
|-------------------------------------|-------------------------------------|--|
| Dimensions | 728 x 90 | |
| Accepted file/creative types | Gif/JPEG | HTML 5 (preferred) |
| Max file size | 150KB | 300KB |
| Border requirements | 1 non-transparent 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 | :15sec |
| Third -party tag type | Image file + 1X1 with Click Tracker | Javascript / iFrame and Internal Redirects |
| Lead time | 5 business days | |

| | | |
|-------------------------------------|-------------------------------------|--|
| Dimensions | 300 x 250 | |
| Accepted file/creative types | Gif/JPEG | HTML 5 (preferred) |
| Max file size | 150KB | 300KB |
| Border requirements | 1 non-transparent 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 | :15sec |
| Third-party tag type | Image file + 1X1 with Click Tracker | Javascript / iFrame and Internal Redirects |
| Lead time | 5 business days | |

| Dimensions | 300 x 600 | |
|------------------------------|-------------------------------------|--|
| Accepted file/creative types | Gif/JPEG | HTML 5 (preferred) |
| Max file size | 250KB | 500KB |
| Border requirements | 1 non-transparent 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 | :15sec |
| Third-party tag type | Image file + 1X1 with Click Tracker | Javascript / iFrame and Internal Redirects |
| Lead time | 5 business days | |

| | | |
|-------------------------------------|-----------------|------------|
| Dimensions | 480x361v | |
| Accepted file/creative types | MP4 + 1X1 | VAST 3.0 |
| Video Length | Min 12 sec | Max 30 sec |
| Max File Size | 10 MB | |
| Max Bit Rate | 1000 KPBS | |
| Max Frames per Second (fps) | 30 | |
| Lead time | 6 business days | |

| | | |
|-------------------------------------|-----------------|------------|
| Dimensions | 480x360v | |
| Accepted file/creative types | MP4 + 1X1 | VAST 2.0 |
| Video Length | Min 2 sec | Max 15 sec |
| Max File Size | 10 MB | |
| Max Bit Rate | 1000 KPBS | |
| Max Frames per Second (fps) | 30 | |
| Lead time | 6 business days | |
