

AD SPECS

PRINT LAYOUT

Each magazine is printed web offset: perfect bound. Keep live matter .25" from trim: head, foot, and sides. Because it is unknown at the time of production if the ad is to run on left-hand page or right, be sure to add .125" bleed on all sides. Spreads that have crossover type should allow at least .25" safety from gutter on both pages of the spread. Any images that crossover should be double burned .0312" on each side to ensure correct alignment. Please make sure that crop marks are 12% pts. offset from the edge. For your convenience, InDesign templates are available to download from our ad portal. Publication Trim Size: 10"x12"

PRINT AD SUBMISSION

Ads must be submitted on DVDs or via *DuJour's* ad portal, easily located on the DuJour.com home page or directly at: dujour.sendmyad.com. A new username and password can be created once you have access to the site. Use Mozilla Firefox web browser on both Macintosh and Windows platforms for greater compatibility. All files must be zipped (.zip) unless it is a PDF/X-1a or JPEG. If sending multiple supporting files for a single ad, please zip a folder and upload the zipped folder. Submit PDF plate-ready files containing a minimum of 288 DPI CMYK images, flattened layers, all fonts and subsets included, process (no spot) colors, 12-point offsets for all marks, JPEG, EPS, and TIFF images must be flattened and built in Photoshop. Do not send files via e-mail. Run preflight software on file(s) whenever possible and provide the preflight report with all final digital files. Please send DVDs in hard cases to avoid damage to disk. Film will not be accepted. Submitted media must be clearly labeled.

SWOP certified proofs must be supplied with your advertisement. You may choose to have us generate your SWOP Certified proofs for \$115 for your single-page ad or \$230 for your spread page ad. If you do not supply a proof or choose to have one generated by us, you waive your right to dispute any color or other discrepancies in the final printing of your ad.

SEND MATERIALS TO:

DuJour Media/Production
530 7th Avenue, M1
New York, NY 10018
Phone: 646-710-4468

Ad portal support is available within the ad portal or at dujour.sendmyad.com

DUJOUR

DUJOUR.COM SUPPORTS STATIC IMAGE AND RICH MEDIA AD UNITS ALONG WITH VIDEO AND EMBEDDED HTML CONTENT

DUJOUR APP ADS

The use of multiple links is supported on all ad units, along with ad tracking. Provide all tracking information along with desired link URLs. If multiple links are desired a spreadsheet must be provided with URLs and a description of their on-ad location

IAB

The following standard IAB sizes are available:
Medium Rectangle **300x250px**,
Leaderboard **728x90px**, Half Page **300x600px**.

FILE TYPES:

The following file types are supported: .gif, .jpg, .png, .swf. Communicating ads are not supported. Hosted creatives can be up to 500KB. Video, HTML and other ad units are supported on a limited basis.

UPLOADING YOUR AD

Upload your digital ads at dujour.sendmyad.com. Upon successful upload, you will receive a confirmation that your ad has been delivered to *DuJour*. If your ad fails, please read the information provided and replace the previously uploaded ad with your revised ad. All ads must be supplied to the sizes of the ads available and 72dpi.

CONTACT

Contact digital@dujour.com for additional information regarding custom units. Contact: william.pelkey@dujour.com for any production questions or uploading information. Phone: 646-710-4472.