

# Bloomberg Businessweek

## 2018 Advertising Specs



### Submission Guidelines

Mechanical Specifications	File Preparation	File Formats	Proof Requirements
Final Trim: 7 7/8" x 10 1/2" 200mm x 266mm	Each file should contain only one page or one spread.	PDF/X-1a:2001	Bloomberg Businessweek Global Edition—5 proofs Regional Edition—2 proofs for each
Line Screen: 133 lines per inch 54 lines per centimeter	Screen angles used (unless otherwise requested on disk label): C-15%, M-45%, Y-90%, K-75%	Scanned images must be high resolution (300 dpi), CMYK.	Laser proofs (color or black and white) are acceptable for content proofs only.
Live Matter Safety: 3/8" (9.51 mm) all four sides 1/8" (3.17 mm) total gutter safety=1/16" (1.58 mm) on each side	All required trapping should be done prior to creating the file.	No spot colors, RGB, LAB, or ICC profiles and saved in TIFF or EPS format.	Contract quality Press, Offpress, and Digital (halftone and continuous tone) proofs are acceptable for color guidance on press. Examples of preferred SWOP-certified proofs can be found on the SWOP website at <a href="http://www.swop.org">http://www.swop.org</a>
Headlines across the gutter should be set so that words, rather than letters, are split.	Color traps: .08mm/0.144pt and black overprint set when necessary	Final output of all Bloomberg Businessweek pages will be at 2400dpi/04.488dppm.	Supply color guidance proof that matches supplied digital ad file.
	Include quality control patch (color bars) within maximum dimension of ad file.	All fonts must be included and be Type 1 or 3.	If there are discrepancies between the supplied digital ad file and supplied proof, Bloomberg Businessweek will print what is on the digital ad file.
	All printer marks (trim, bleed, center) should be included in all colors.	No TrueType Fonts.	Ads without a complete set of color guidance proofs will be accepted at the advertiser's risk.

### Extension Requests

**Contact**  
Carol Nelson | 212-617-2576  
[cnelson26@bloomberg.net](mailto:cnelson26@bloomberg.net)  
731 Lexington Ave. New York, NY 10022

**Alternate contact**  
Steve DiSalvo | 212.617.1782  
[sdisalvo1@bloomberg.net](mailto:sdisalvo1@bloomberg.net)  
731 Lexington Ave. New York, NY 10022

### Insertion Orders

Insertion orders are binding after closing dates. No cancellations accepted after this date. Please email your insertion orders to [bworders@bloomberg.com](mailto:bworders@bloomberg.com)

### Production

All ad files should be uploaded to: [adshuttle.com/bloomberg](http://adshuttle.com/bloomberg)  
If supplied proofs are required, please send to the following address:

Quad Graphics  
c/o Mike Strzyzewski  
Hartford Imaging  
1900 W. Sumner St.  
Hartford, WI 53027  
(262) 673-1494 | [mjstrzyzews@qg.com](mailto:mjstrzyzews@qg.com)

Bloomberg Businessweek will maintain ad files and proofs for seven months.

\*All measurements provided as width x depth

### Ad Sizes

Ad Unit	Availability	Live*	Trim*	Bleed*
2-page spread	BW Global	15" x 9 3/4" 381mm x 247.65mm	15 3/4" x 10 1/2" 400.05mm x 266.7mm	16" x 10 3/4" 406.04mm x 273.05mm
1 page	BW Global	7 1/8" x 9 3/4" 180.975mm x 247.65mm	7 7/8" x 10 1/2" 200.025mm x 266.7mm	8 1/8" x 10 3/4" 206.375mm x 273.05mm
1/2 page spread	BW Global	15" x 4 3/8" 381mm x 109.855mm	15 3/4" x 5 1/8" 400.05mm x 130.175mm	16" x 5 3/8" 406.4mm x 136.525mm
1/2 page vertical	BW Global	2 7/8" x 9 3/4" 73.025mm x 247.65mm	3 5/8" x 10 1/2" 92.075mm x 266.7mm	3 7/8" x 10 3/4" 98.425mm x 273.05mm
1/2 page horizontal	BW Global	7 1/8" x 4 3/8" 180.975mm x 111.125mm	7 7/8" x 5 1/8" 200.025mm x 130.175mm	8 1/8" x 5 3/8" 206.375mm x 136.525mm
1/3 page vertical	BW Global	2 19/32" x 9 3/4" 66.04mm x 247.65mm	3 11/32" x 10 1/2" 85.09mm x 266.7mm	3 19/32" x 10 3/4" 91.44mm x 273.05mm