

# Bloomberg Markets

## 2018 Advertising Specs



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

\*Bloomberg mnemonic codes must be included in supplied ad creative.

### Submission Guidelines

Mechanical Specifications	File Preparation	File Formats	Proof Requirements
Final Trim: 8 1/2" x 10 7/8" 215.9mm x 276.225mm	Each file should contain only one page or one spread.	PDF/X-1a:2001	Bloomberg Markets Global Edition— 2 proofs Regional Edition— 2 proofs for each
Line Screen: 133 lines per in. 54 lines per cm	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: 1/4" (6.35 mm) on each side.  Total Gutter Safety: 1/4" (6.35 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 =1/4" (6.35mm)	Color traps: .08mm/0.144pt and black overprint set when necessary	Final output of all Bloomberg Markets 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 Markets 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 e-mail your insertion orders to: [marketsorders@bloomberg.com](mailto:marketsorders@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 Markets will maintain ad files and proofs for seven months.