

(201)HEALTH

PART OF THE USA TODAY NETWORK



This June, reach the entire (201) Magazine audience with your health care message in our annual special publication!

Bergen's comprehensive guide to better health and better living – (201) Health Magazine – is back!

Arriving June 5, 2024, (201) Health will once again identify BERGEN'S TOP DOCTORS AND DENTISTS, as selected by their physician peers in the county and the independent research firm MSP Communications (Super Doctors and Super Dentists).

(201) Health is mailed to every household that receives (201) Magazine. What's more, the publication will have incredibly long shelf life. Readers will refer to (201) Health time and time again, giving your message long-lasting value!

IN-HOME DATE: JUNE 5, 2024

AD SPACE & COPY DEADLINE: APRIL 26, 2024

CAMERA READY DEADLINE: MAY 15, 2024



RATES AND SPECIAL POSITIONS *

STANDARD SIZES	
Two-Page Spread	\$5,850
Full Page Bleed	3,249
2/3 Page	2,440
1/2 Page	1,917
1/3 Page	1,388
1/4 Page	1,073
1/6 Page	781
1/12 Page	461

PREMIUM POSITIONS (subject to availability)	
Inside Front Cover	\$3,810
Page 1	3,810
Page 3	3,529
Opposite Contents page	3,529
Opposite Masthead page	3,394
Opposite Editor's Note page	3,394
Inside Back Cover	3,529
Back Cover	3,945

All pages are full color; rates are net.

Trim size: 8.375" x 10.5"

* Ad processing may incur additional costs

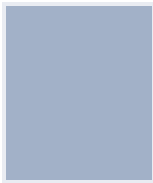
To reserve your space, call your (201) Magazine account representative or email us at 201sales@northjersey.com.

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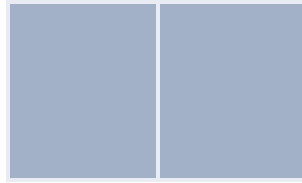
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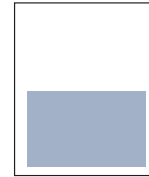
Mechanical Requirements | 2024



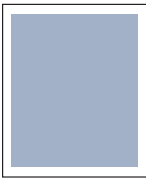
FULL PAGE BLEED
8.625" X 10.75"
TYPE SAFETY: 7.375" X 9.5"
TRIM SIZE: 8.375" X 10.5"



TWO-PAGE SPREAD WITH BLEED
17" X 10.75"
TYPE SAFETY: 14.75" X 9.5"
GUTTER SAFETY: .5"
TRIM SIZE: 16.75" X 10.5"



1/2 PAGE HORIZONTAL
7.375" X 4.664"



**FULL PAGE (NON-BLEED)
FOR DOCTOR/DENTIST
FORMATTED PROFILES**
7.375" X 9.5"



1/2 PAGE VERTICAL
3.562" X 9.5"



2/3 PAGE VERTICAL
4.833" X 9.5"



1/3 PAGE SQUARE
4.833" X 4.664"



1/4 PAGE
3.562" X 4.664"

PRODUCTION REQUIREMENTS

PREFERRED FILE TYPE

Adobe Acrobat® PDF prepared at print resolution output with fonts embedded.

All PDF files may be accompanied by a matchprint proof.

For other file type submissions, please contact your account executive for alternate file type options.

UNACCEPTABLE FILE TYPES

Native files in Microsoft PowerPoint, Microsoft Publisher, or Word Perfect format cannot be accepted at this time. Microsoft Word documents may be submitted as a source of text content for an ad, but not as a format for a final file.

Website images and logos are low-resolution and not acceptable.

Color Modes and Trapping

Process Color Prepare all finished color content in CMYK mode. RGB and Lab colors are not accepted. Pantone (PMS) or other spot colors must be converted to CMYK, unless a fifth color has been ordered.

Trapping is the responsibility of the advertising agency or designer.

GRAPHICS/IMAGES RESOLUTION

Supply images in one of these formats: TIFF, EPS or JPEG, minimum 300 ppi (pixels per inch).

Bitmapped images minimum resolution 1200 ppi.

Image size must be 100% of the size it will print. Enlarging images may result in a loss of quality

DELIVERY METHODS

Email: northeastcreative@gannett.com

Via Web Browser

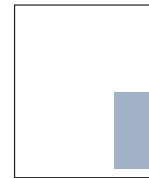
Files under 50mb can be uploaded at ftp1.njmg.com. For password information, please e-mail magazines@northjersey.com.

FTP Upload

An FTP site is available for larger file uploads. Please e-mail magazines@northjersey.com for instructions.

Physical media

Color-match proofs can be mailed to: North Jersey Media Group, Attention Magazine Production, 1 Garret Mountain Plaza, Woodland Park, NJ 07424-0471



1/6 PAGE
2.292" X 4.664"



1/12 PAGE
2.292" X 2.257"

For more information,
please call us at (201) 646-6955