

(201) HEALTH

PART OF THE USA TODAY NETWORK

Reach 50,000 strong with your ad message!

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

This annual publication, arriving June 1, 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 will be 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 ad long-lasting value!

RATES AND SPECIAL POSITIONS

STANDARD SIZES

Two-Page Spread	\$5,210
Full Page	2,895
2/3 Page	2,175
1/2 Page	1,710
1/3 Page	1,235
1/4 Page	955
1/6 Page	695
1/12 Page	410

PREMIUM POSITIONS (subject to availability)

Inside Front Cover	\$3,395
Page 1	3,395
Page 3	3,145
Opposite Contents page	3,145
Opposite Masthead 1 page	3,025
Opposite Masthead 2 page	3,025
Opposite Editor's Note page	3,025
Inside Back Cover	3,145
Back Cover	3,515

All pages are full color; rates are gross and commissionable to recognized agencies only. Trim size: 8.375" x 10.5"



IN-HOME DATE: May 31, 2017

AD DEADLINE: April 6, 2017


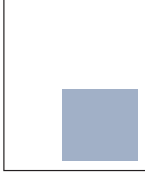
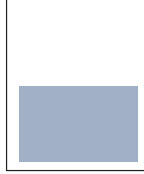
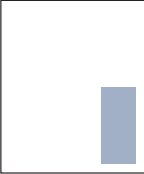
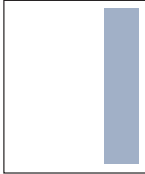

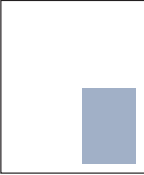
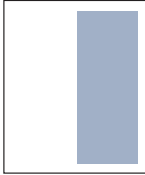

NON CAMERA READY: April 13, 2017

CAMERA READY: April 20, 2017

For space reservations or further information, call your (201) Magazine account representative or (201) 646-6955.

AS OF 12/02/16 - MK/2016

Mechanical Requirements | 2016

 <p>1/12 PAGE SQUARE 2.292" X 2.257"</p>	 <p>1/3 PAGE SQUARE 4.833" X 4.664"</p>	 <p>1/2 PAGE HORIZONTAL 7.375" X 4.664"</p>
 <p>1/6 PAGE VERTICAL 2.292" X 4.664"</p>	 <p>1/3 PAGE VERTICAL 2.292" X 9.5"</p>	 <p>2/3 PAGE VERTICAL 4.833" X 9.5"</p>
 <p>1/4 PAGE 3.562" X 4.664"</p>	 <p>1/2 PAGE VERTICAL 3.562" X 9.5"</p>	 <p>FULL PAGE NON-BLEED 7.375" X 9.5"</p>

PRODUCTION REQUIREMENTS

PREFERRED FILE TYPE

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

All PDF files should 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 magazines@northjersey.com

Via Web Browser

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

FTP Upload

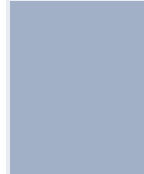
An FTP site is available for larger file uploads. Please e-mail magazines@northjersey.com for instructions.

Via Subscriptions Services

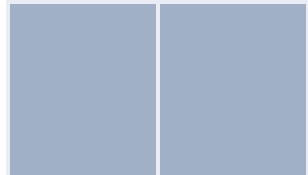
AdSend (NJPAS) • AdTransit

Physical media

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



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
17.25" X 10.75"
TYPE SAFETY: 14.75" X 9.5"
GUTTER SAFETY: .5"
TRIM SIZE: 16.75" X 10.5"

* Camera-ready ads can be received up to 4 days after space deadline. Ads requiring custom design work are subject to an additional fee.

For more information, please contact:
201-646-6955