

# PORTHOLE

CRUISE MAGAZINE

## ADVERTISING SPECIFICATIONS & DIGITAL REQUIREMENTS

### MECHANICAL REQUIREMENTS

	Width	Height
Publication Trim Size	8 3/8 (8.375)"	10 7/8 (10.875)"
	213 mm	276 mm

### ADVERTISING DIMENSIONS

Non-Bleed Size	Width	Height
Full Page	7 1/2 (7.5)"	10"
	190 mm	254 mm
Spread	15 1/2 (15.5)"	10"
	394 mm	254 mm
Half Page Horizontal	7 1/2 (7.5)"	4 7/8 (4.875)"
	190 mm	124 mm
Half Page Spread	15 1/2 (15.5)"	4 7/8 (4.875)"
	394 mm	124 mm
Half Page Vertical Island	4 5/8 (4.625)"	7 1/2 (7.5)"
	118 mm	190 mm
Third Page Square	4 5/8 (4.625)"	4 7/8 (4.875)"
	118 mm	124 mm
Third Page Vertical	2 1/4 (2.25)"	10"
	57 mm	254 mm
Sixth Page Vertical	2 1/4 (2.25)"	4 7/8 (4.875)"
	57 mm	124 mm

Bleed Size*	Width	Height	Live Area
Full Page	8 5/8 (8.625)"	11 1/8 (11.125)"	7 1/2 (7.5)" x 10"
	220 mm	283 mm	190 mm x 254 mm
Spread	17"	11 1/8 (11.125)"	15 1/2 (15.5)" x 10"
	432 mm	283 mm	394 mm x 254 mm
Half Page Spread	17"	5 1/2 (5.5)"	15 1/2 (15.5)" x 4 7/8 (4.875)"
	432 mm	140 mm	394 mm x 124 mm

\* Build document to Publication Trim Size. Allow 3/4 (.75)" or 19mm safety margin at gutter for Spreads.

### DIGITAL FILE SPECIFICATIONS

- All color must be CMYK. Do not use spot colors.
- All small type should be created as 100% Black.
- Four-color solids and images should not exceed SWOP recommended Maximum Density of 300%.
- We suggest a rich Black be created with 40% Cyan and 100% Black.
- Verify image resolution is 300-DPI placed at 100% image size and is **CMYK**.
- Include all screen and printer fonts.
- Embed fonts in PDF file.
- Printers crops should appear 1/8 (.125)" from bleed.
- **Do not embed crop marks within the bleed area.**

### DIGITAL FILE FORMATS

- **Quark XPress**; Version 8.1.6 or lower.
- **Adobe Illustrator**; Version CS4 or lower (saved as EPS file)
- **Adobe Photoshop**; Version CS4 or lower (saved as EPS or TIFF file at 300 DPI) - No JPG or LCW Compression files.
- **PDF**; PDF/X-1A at high resolution.

### PROOFS

- Provide a color proof or low-resolution file for FPO.
- The PPI Group cannot be held responsible for any errors in a printed advertisement where a color proof was not supplied.

### SHIPPING

Supply print ready digital files on CD ROM, DVD, via e-mail or FTP. Include all artwork, linked images, and screen and printer fonts used to produce the ad. Discs will be returned only upon written request.

Please direct all artwork to:

### Porthole Cruise Magazine

4517 NW 31st Avenue  
 Fort Lauderdale, Florida 33309-3403  
 Tel: (954) 377-7777  
 Fax: (954) 377-7000  
 E-Mail: [mbaro@ppigroup.com](mailto:mbaro@ppigroup.com)  
 ATTN: Maria Baro  
 Production Director

### FTP SITE

Site: <ftp://ppigroup.zftp.com>  
 User Name: [ppigroup@ppigroup.zftp.com](mailto:ppigroup@ppigroup.zftp.com)  
 Password: AdVertisinG#3403 (case sensitive)  
 Folder Name: Print Materials

Please e-mail Maria Baro at [mbaro@ppigroup.com](mailto:mbaro@ppigroup.com) once files are uploaded.

