

Bloomberg



ADVERTISING SPECIFICATIONS

1. PREPARE

We recommend using InDesign to create your ad.

You can download a **pre-set InDesign template** for this spec <u>here</u>.

Alternatively, set your file to:

Document Size: (includes bleed) 9.5" x 11.25"

Live Area: 6.875" x 10"

Note: This publisher does not accept trim lines. Please do not include trim in your document set up.

2. EXPORT

- Ensure all images and artwork are **CMYK** and **300 dpi** in resolution
- Select PDF/X1a in the Adobe PDF pre-set dropdown
- Select Acrobat 4.0 in the compatibility dropdown
- Do not include cropmarks or trim lines

3. SUBMIT

- Log into Adverator.com/orders
- Upload your ad to the relevant order

You can track the status of your ads and see a full order history here.

Need help accessing your account? Email your Adverator advisor or reset your password.

Bloomberg Businessweek

Live Area: 6.875" x 10"

Set inside and outside margin to 1.31 and top and bottom to .625 and keep ALL live matter within the margins.

Any elements that should not be cut off in the trimming process must be within the live area.

Document Size (Includes Bleed): 9.5" x 11.25"

This is the excess image area that must pass the trim dimensions to ensure your image will flow over all sides.

Please set your document size to the above bleed dimension.

Questions about your ad?

Get in touch with your Adverator advisor!