

# 2007 SPECS & CLOSING DATES



## 2007 ISSUE CLOSING DATES:

Insertion Cover Date	Insertion Due Date	Material Due Date	On Sale
January '07	10/13/06	11/09/06	12/13/06
February	11/17/06	12/12/06	1/18/07
March	12/15/06	01/16/07	2/15/07
April	01/19/07	02/16/07	3/21/07
May	02/16/07	03/16/07	4/18/07
June	03/16/07	04/13/07	5/16/07
July	04/20/07	05/18/07	6/20/07
August	05/18/07	06/15/07	7/19/07
September	06/15/07	07/20/07	8/22/07
October	07/20/07	08/17/07	9/20/07
November	08/17/07	09/14/07	10/11/07
December	09/14/07	10/19/07	11/21/07

## MECHANICAL REQUIREMENTS:

Layout	Requirement	Value	Symbol	Value
Full Page	Bleed	9 1/4"	x	11"
	Trim	9"	x	10 3/4"
	Non-Bleed	8 1/2"	x	10 1/4"
2-Page Spread	Bleed	18 1/4"	x	11"
	Trim	18"	x	10 3/4"
	Non-Bleed	17 1/2"	x	10 1/4"
1/2 Page Vertical*	Bleed	4 5/8"	x	11"
	Trim	4 1/2"	x	10 3/4"
	Non-Bleed	4 1/4"	x	10 1/4"
1/2 Page Horizontal (bottom)	Bleed	9 1/4"	x	5 1/2"
	Trim	9"	x	5 3/8"
	Non-Bleed	8 1/2"	x	5 1/8"
1/3 Page Vertical*	Bleed	3 1/8"	x	11"
	Trim	3"	x	10 3/4"
	Non-Bleed	2 1/2"	x	10 1/4"
1/3 Page Horizontal (bottom)	Bleed	9 1/4"	x	3 7/8"
	Trim	9"	x	3 3/4"
	Non-Bleed	8 1/2"	x	3 1/4"

*Live Matter: Keep live matter 1/4" from trimmed sides. Text across the gutter should be avoided. Gutter Allowance: 3/8" on each side of gutter, 3/4" for two page spread.*

*\*Allow 1/8" bleed on only one side of the ad for 1/3 page vertical and 1/2 page vertical ads.*

### DIGITAL FILES MATERIAL REQUIREMENTS: (PREFERRED FORMAT)

\*\*Please contact production manager first if you plan to submit other file formats

PDF/X1-a

PROOF: 1 color proof @ 100% Dupont Waterproof, Iris, Dye-Sub, Kodak Approval, Chromalin, Matchprint, Calibrated Inkjet or equivalent

MEDIA: 100MB ZIP (PC & MAC), CD-R (ISO9660 and MAC), DVD-R

FTP: 12.25.107.16/ADS\_UPLOAD  
username: advert  
password: upLoAd

Media Labeling Requirements:  
Issue Date, Advertiser, Agency Name, Contact Person, Phone Number, Vendor Contact, File Name/Number, Return Address, List of Contents (print of disk contents)

### PRINTING SPECIFICATIONS:

SWOP Printed Web Offset. Perfect bindery.  
Maximum Ink Density: 300%

If proofs are not provided with materials, *Game Informer* assumes no liability for ad reproduction quality or content accuracy. All advertising copy and art is subject to publisher's approval.

### MAILING & SHIPPING INSTRUCTIONS:

*All mechanical materials/specification questions must mail to:*

Curtis Fung • Production Director  
724 North First Street, 4th Floor  
Minneapolis, MN 55401  
Phone: (612) 486-6058  
Fax: (612) 486-6101  
curtis@gameinformer.com

Please direct general advertising inquiries to:

**Game Informer Magazine**  
724 North First Street – 4th Floor  
Minneapolis, MN 55401  
tel: 612.486.6154  
fax: 612.486.6101

### Advertising Placement and Fulfillment

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