

# MECHANICAL REQUIREMENTS

## PRODUCTION SPECS

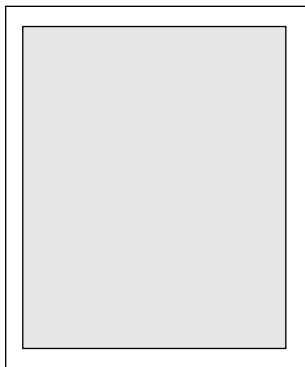
*Bidoun* is printed on a web offset press, using a 4-color (cyan, magenta, yellow, black) halftone separation process.

*Bidoun* does not accept film.

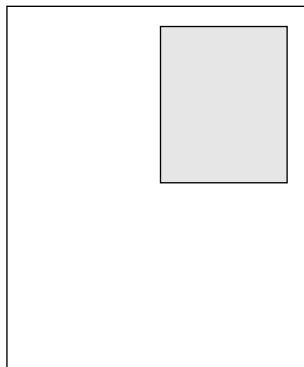
Bleed size: 23.4cm x 28cm (9.21" x 11.02")  
Trim size: 22.4cm x 27cm (8.82" x 10.63")  
Live area: 20.9cm x 25.5cm (8.23" x 10.04")

Full page: 22.4cm x 27cm (8.82" x 10.63")  
Half page vertical: 11.2 cm x 27 cm (4.41" x 6.63")  
Half page horizontal: 22.4cm x 13.5 cm (8.82" x 5.3")  
Quarter page: 11.2 cm x 13.5 cm (4.41" x 5.3")

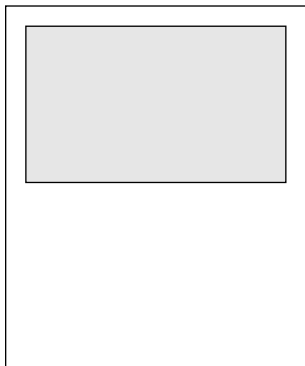
bleed all around: 0.5 cm (0.2")



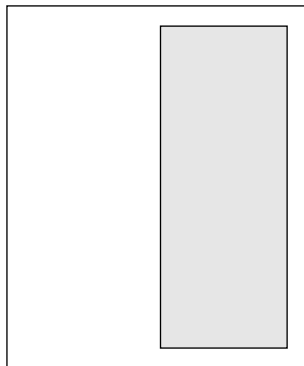
full page



quarter page



half page horizontal



half page vertical

## DIGITAL SPECIFICATIONS

Advertisements must be supplied as digital data.  
CD preferred or Macintosh-formatted ZIP-100 disks.

Documents should be created in **Quark 6.1** or earlier and saved in a Macintosh-accessible format.  
All screen and printer fonts must be included.

A digital dot proof—**Kodak Approval, Fuji Final Proof, or PolaProof**—must accompany the digital material. Color quality cannot be guaranteed unless the digital proof is generated from the page file submitted to *Bidoun*.

Graphics/logos/pictures etc. must be saved as EPS or TIFF files, at 300 dpi, and should be included on the disk.

All colors must be converted to CMYK. *Bidoun* does not print PMS colors for ads. We use the Pantone process color simulator to convert Pantone colors to process colors.

**Production charges will apply to improperly submitted materials.**

**Please contact [ch@cindyheller.com](mailto:ch@cindyheller.com) with any production inquiries.**

## AD DEADLINES

Published quarterly.

Closing date for reservations:

6 weeks prior to date of publication.

Deadline for material:

5 weeks prior to date of publication.

Send all advertising materials by an overnight or 2-day courier service to:

*Bidoun*

138 West 15th Street #2, New York, NY 10011

## ADVERTISING CONTACT

phone: 212-225-8779

e-mail: [info@bidoun.com](mailto:info@bidoun.com)

[www.bidoun.com](http://www.bidoun.com)