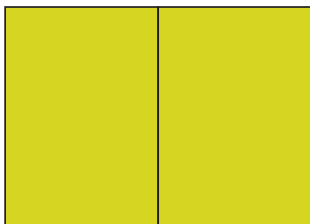


# artspeak

**MEDIA KIT 2016**

## MECHANICAL REQUIREMENTS



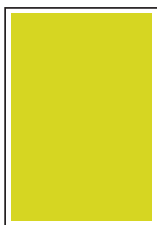
### **SPREAD**

Trim: 11" x 8,5"



### **FULL PAGE BLEED**

Trim: 5,5" x 8,5"



### **FULL PAGE NON-BLEED**

Trim: 4,5" x 7,9"



### **HORIZONTAL HALF PAGE BLEED**

Trim: 4,5" x 4"

## FORMATS AND SIZES

- The perimeter of ¼ and ½ page adverts must be delineated by a key line, image or background tint – if supplied without we will add a thin black or grey key line. Do not add bleed to ¼ and ½ page adverts.
- Full page adverts must include 4 mm bleed and must have crop marks.
- Full page adverts (including full-bleed pages) must adhere to the type area: a minimum of 17 mm from trim for text and logos.
- Please bear in mind that adverts with all white backgrounds may show through artwork from the page it backs onto – to avoid this a light tint is recommended.

### **All digital files must confirm to the following specifications:**

- Files must be high resolution PDFs, version 1.3.  
We do not accept artwork that has been designed in Photoshop.  
All images must be 300 dpi to ensure quality reproduction.
  - All fonts must be embedded.
  - Files must not contain any non-CMYK elements  
(no spot-colours, rgb, lab or colour profiles ie ICC profiles besides Fogra 39).
  - Combined colour ink density should not exceed 300%. To obtain a deep black please use:  
Cyan 60%, Magenta 0%, Yellow 0%, Black 100% = colour density 160%.  
Higher density may cause set-off due to ink saturation.
  - Double-page spreads to be supplied as two single-page PDFs.
  - Fogra 39L print proof must be supplied for colour matching.
  - Use of Artsepak logos cannot be used without permission. Extra production costs
  - All artwork must be supplied by email.
-

# TERMS & CONDITIONS

In these terms & conditions, 'Publisher' shall mean Artspeak Visnary LLC. 'Advertisement' shall refer to adverts placed on any Artspeak Visnary LLC platforms, which include but are not limited to print magazines, websites, videos and digital applications.

The Publisher reserves the right to reject or cancel any Advertisement which in the opinion of the Publisher does not conform to the standards of the publication.

The Publisher is not liable for delays or loss resulting from Acts of God, action by government, fire, flood, riot, strikes, any industrial disputes or other conditions beyond the control of the Publisher affecting production or delivery in any way.

The liability of the Publisher for any errors for which they might be held legally responsible will not exceed the cost of the Advertisement.

Advertisers and their agents warrant that copy, text, display and illustrations will not infringe any common law or statutory copyright, right of privacy or other right of any other person, firm or corporation and will contain no matter that is libellous or otherwise objectionable. Further, all Advertisements are published on the understanding that the advertiser is fully authorised to cause such publications to be made, and agrees to indemnify the Publisher from all liability, loss or any expense of any nature arising out of such publication.

Positioning of Advertisements is solely at the discretion of the Publisher. Requests for specific positions will be met as far as possible and may incur extra cost.

The Publisher reserves the right to make an additional charge for Advertisements involving difficult composition or major alterations to copy and layout. Corrections on reproduction material are subject to an extra charge to the client.

The Publisher cannot accept responsibility for changes in dates of insertion and/or copy

unless these are (a) confirmed in writing and (b) in time for the changes to be made. Advertisers are obliged to get artwork to the Publisher by the agreed copy deadline. When changed copy is not received by the closing date, copy run in a previous issue will be inserted.

The Publisher will make every effort to match the colour of Cromalin and MatchPrint proofs set to the requested Fogra standards for a print advert, but we can make no guarantee to match colour inkjet or laser printouts.

The Publisher cannot accept responsibility for adverts being printed or published incorrectly as a direct result of bad artwork. The Publisher cannot guarantee insertions to be on specific dates nor to be of specific sizes nor can the Publisher accept responsibility for the omission of one or more of a series of Advertisements.

All artwork and other Advertisement material delivered by the advertiser to the Publisher is at the risk of the advertiser and, accordingly, the Publisher cannot accept any liability for any loss or damage to this material, the advertiser should make his own arrangements to insure.

All first time advertisers must prepay for print Advertisements before publication. All digital Advertisements must be paid in full before going live. All other advertisers must pay in full within 30 days of publication date. A 5% monthly interest is payable on overdue amounts.

Discounted rates allowed on series contracts for frieze and frieze d/e given that specific units are to be used during the agreed time period. Cancellations will incur charges.

Rates on current orders may be increased subject to written notice. All cancellations after an artwork or copy deadline date will incur a 50% cancellation fee.

New York, September 2016

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