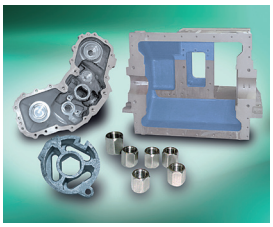
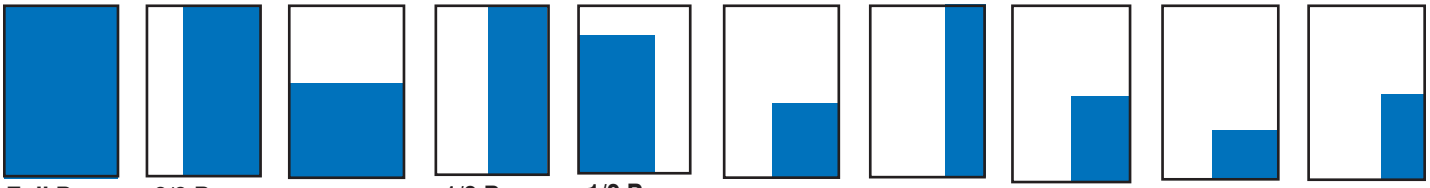
# 2017 MECHANICAL SPECIFICATIONS





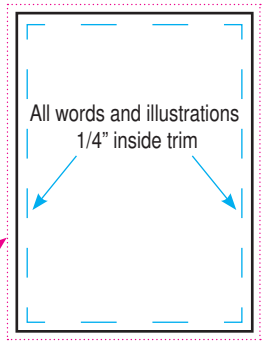
Full Page | 2/3 Page | 1/2 Page Horizontal | 1/2 Page Vertical | 1/2 Page Island | 1/3 Page Square | 1/3 Page Vertical | 1/4 Page Vertical | 1/6 Page Horizontal | 1/6 Page Vertical

| SPACE UNITS | WIDTH & DEPTH (inches) | WIDTH & DEPTH (mm) |
|---|---|---|
| Full Page | 7 x 10 | 178 x 254 |
| 2/3 Page | 4.5 x 10 | 114 x 254 |
| Horizontal | 7 x 4.875 | 178 X 124 |
| 1/2 Page Vertical | 3.375 x 9.75 | 86 x 248 |
| 1/2 Page Island | 4.5 x 7.5 | 114 x 190 |
| 1/3 Page Vertical | 2.1875 x 10 | 56 x 254 |
| 1/3 Page Square | 4.5 x 4.875 | 114 x 124 |
| 1/4 Page Vertical | 3.375 x 4.875 | 86 x 124 |
| 1/6 Page Vertical | 2.1875 x 4.875 | 56 x 1241/2 Page |
| 1/6 Page Horizontal | 4.5 x 2.3125 | 114 x 59 |

**TRIM SIZE: 8″ x 10.75″**

## BLEED ADS

When preparing bleed ads, all type and portions of illustrations that are not to be trimmed off should be at least 1/4″ (6.3 mm) inside dimensions specified for bleeds. This includes gutter bleeds. Ads should bleed 1/8″ past trim on the left, right, top and bottom.




**BANNER ADS**

## WEB ADVERTISING

Banner ads are available for posting in three sizes:

Standard size - center column & masthead, 500x75 pixels.
Right column - 200 pixels wide, height is variable.
Left column - 140 pixels wide, height is variable.

We accept .jpg, .gif, .png and flash files. Other sizes, video and specialty ads are also available. Contact us for more information and options.

## TIPS

*For file construction*

All our publications are using computer-to-plate technology.

Mechanical specifications are the same for Wire & Cable Technology International, Fastener Technology International and Wire Forming Technology International magazines.

- ✓Press ready PDF's are preferred, 300 dpi.
- ✓Create files in Adobe InDesign or Illustrator.
- ✓Graphic files saved as TIFF, JPEG or EPS are preferred.
- ✓Microsoft Word, Publisher and Powerpoint files are not acceptable.
- ✓Files may be emailed or sent via CD.
- ✓Trim size is 8″ x 10.75″.
- ✓Create the advertisement to match the page size of the publication (8″ x 10.75″) without the need to reduce or enlarge the file.
- ✓Make sure that any element that bleeds is large enough to accommodate the bleed.
- ✓If ad bleeds, extend bleeds out 0.125″ on all sides.
- ✓Do not run critical copy too close to trim area.
- ✓All raster images should have a minimum resolution of at least 300 dpi.
- ✓Use Adobe InDesign or Illustrator instead of Photoshop to set large quantities of text.
- ✓Convert all fonts to outlines, including those in imported graphics, especially if using a TrueType font.
- ✓Create the file in CMYK before saving.