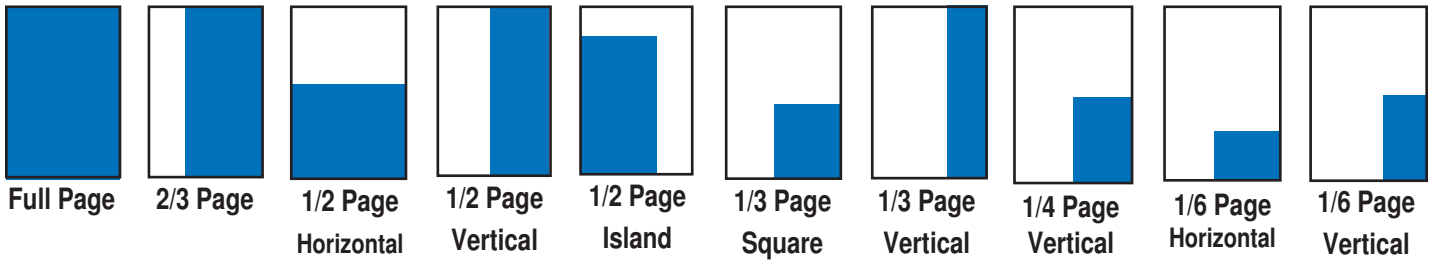
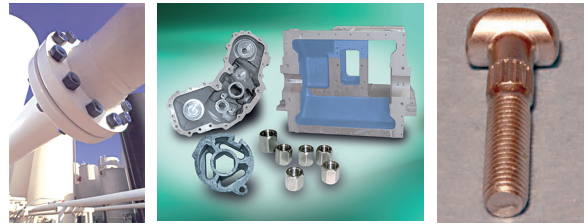


MECHANICAL SPECIFICATIONS



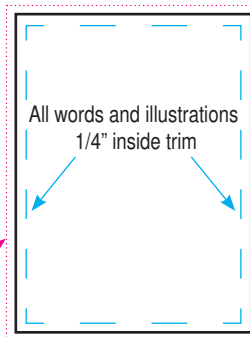
SPACE UNITS	WIDTH & DEPTH (inches)	WIDTH & DEPTH (mm)
Full Page	7 x 10	178 x 254
2/3 Page	4.5 x 10	114 x 254
Horizontal	7 x 4.875	178 X 124
1/2 Page Vertical	3.375 x 9.75	86 x 248
1/2 Page Island	4.5 x 7.5	114 x 190
1/3 Page Vertical	2.1875 x 10	56 x 254
1/3 Page Square	4.5 x 4.875	114 x 124
1/4 Page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

Bleed graphics should exceed 1/8" outside trim



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.