

# AD DIMENSIONS

## PRINT AD SPECIFICATIONS

### AD MATERIALS/INSERTION ORDERS

Ship ad materials and insertion orders for

*Electronic Design* to:

*Electronic Design*

Julie Gilpin, *Production Manager*

Penton Media Inc.

9800 Metcalf Ave., Overland Park, KS 66212

T | 913.967.1373

F | 913.514.6822

E | [julie.gilpin@penton.com](mailto:julie.gilpin@penton.com)

Ship ad materials and insertion orders for  
*Microwaves & RF* to:

*Microwaves & RF*

Kara Walby, *Production Coordinator*

Penton Media Inc.,

9800 Metcalf Ave., Overland Park, KS 66212

T | 913.967.7476

F | 913.514.7018

E | [kara.walby@penton.com](mailto:kara.walby@penton.com)

Ship ad materials and insertion orders for  
*Power Electronics Technology* to:

*Power Electronics Technology*

Kara Walby, *Production Coordinator*

Penton Media Inc.,

9800 Metcalf Ave., Overland Park, KS 66212

T | 913.967.7476

F | 913.514.7018

E | [kara.walby@penton.com](mailto:kara.walby@penton.com)

## GENERAL SPECIFICATIONS

**Printing Method:** Web Offset

**Binding:** Perfect

**Trim Size:** 7 ¾" x 10 ⅝"

**Paper:** Cover printed on 70-lb. coated offset;  
text printed on 40-lb. coated groundwood offset

**Ink:** SWOP standard and four-color process

**Line Screen:** 133 lines per inch

**Digital Guidelines and Submitting Your**

**Ad File:** Go to [www.PentonDigitalAds.com](http://www.PentonDigitalAds.com)

or contact the publication production  
manager/coordinator.

### PLATFORMS ACCEPTED

**PDF Format:** Advertisers should submit  
PDF and PDF/X1-A files that are prepared  
for press-optimized printing in CMYK with  
fonts embedded. For an Acrobat Distiller  
job-options file and more information on  
creating acceptable PDF files, visit [www.PentonDigitalAds.com](http://www.PentonDigitalAds.com). **Please note:** PDF files

electronic design	MicroWaves&RF	POWER ELECTRONICS TECHNOLOGY	Defense electronics
Ad Unit	Inches	Inches Decimal	Metric
Full Page Trim	7 ¾" x 10 ⅝"	7.75" x 10.625"	197 x 270mm
Full Page Live Area	7 ¼" x 10 ⅛"	7.25" x 10.125"	184 x 257mm
Full Page Bleed	8" x 10 ⅞"	8" x 10.875"	203 x 276mm
Full Page Spread Trim	15 ½" x 10 ⅝"	15.5" x 10.625"	394 x 270mm
Full Page Spread Bleed	15 ¾" x 10 ⅞"	15.75" x 10.875"	400 x 276mm
⅔ Page	4 ½" x 9 ⅞"	4.5" x 9.875"	114 x 251mm
½ Page Vertical	3 ¼" x 9 ⅞"	3.25" x 9.875"	83 x 251mm
½ Page Horizontal	7 ¼" x 4 ¾"	7.25" x 4.75"	184 x 121mm
½ Page Horizontal Trim	7 ¾" x 5"	7.75" x 5."	197 x 127mm
½ Page Horizontal Bleed	8" x 5 ¼"	8." x 5.25"	203 x 133mm
½ Page Island	4 ½" x 7 ⅞"	4.5" x 7.375"	114 x 187mm
⅓ Page Vertical	2 ⅛" x 9 ⅞"	2.125" x 9.875"	54 x 251mm
⅓ Page Vertical Trim	2 ⅜" x 10 ⅝"	2.375" x 10.625"	60 x 270mm
⅓ Page Vertical Bleed	2 ⅝" x 10 ⅞"	2.625" x 10.875"	67 x 276mm
⅓ Page Square	4 ½" x 4 ¾"	4.5" x 4.75"	114 x 121mm
¼ Page Standard	3 ¼" x 4 ¾"	3.25" x 4.75"	121 x 121mm
¼ Page Horizontal	7" x 2 ⅜"	7." x 2.375"	178 x 60 mm
⅙ Page	2 ⅛" x 4 ¾"	2.125" x 4.75"	54 x 121mm

King Size Issue			
Ad Unit	Inches	Inches Decimal	Metric
Full Page Live Area	10" x 10"	10" x 10"	254 x 254mm
Full Page Trim	10 ½" x 10 ½"	10.5" x 10.5"	267 x 267mm
Full Page Bleed	10 ¾" x 10 ¾"	10.75" x 10.75"	273 x 273mm
Jr. Page Live	7 ¼" x 10"	7.25" x 10"	184 x 254mm
Jr. Page Trim	7 ½" x 10 ½"	7.5" x 10.5"	191 x 267mm
½ Page Horizontal	9 ⅞" x 4 ⅞"	9.875" x 4.875"	251 x 124mm
½ Page Horizontal Trim	10 ⅛" x 5 ⅛"	10.125" x 5.125"	257 x 131mm
½ Page Horizontal Bleed	10 ¾" x 5 ½"	10.75" x 5.5"	273 x 140mm
⅓ Page Vertical	2 ¼" x 9 ⅞"	2.125" x 9.875"	54 x 251mm

lack the ability to be edited or altered (i.e.,  
phone number, etc.)

**Preferred Applications:** Ad layouts should  
be created using either *Quark XPress* or  
*Adobe InDesign*. If submitting application  
files, provide all supporting graphics and fonts.

### COLOR

**Color Mode:** Ads should be converted to  
CMYK prior to submission as color shifts may  
occur unless a Pantone color is running. Ads

received in RGB color will be converted to  
CMYK.

**Color Tone Values:** To avoid over-saturation of  
ink, the total combined value of CMYK colors  
should not exceed 300% (i.e. C=100, M=100,  
Y=50, K=50). Any one color with a required  
value over 85% should be made solid.

### IMAGES

**Photos:** 300 dpi, actual size; CMYK color

# AD DIMENSIONS

## PRINT AD SPECIFICATIONS

model; .tif or .eps format; no JPEG compression. **Line Art/Text:** 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.

### FONTS

When submitting files, include screen and printer fonts. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.

**Lettering:** Reproduce all reverse lettering with a minimum of colors. Avoid type smaller than 8 point with fine serifs.

### PROOFS

Text and element proof required to assist in preflighting digital ad files. For critical color

match, a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.) is required. The Electronics Group will not be held liable for the reproduction of any color ad submitted without a SWOP-certified proof. (For additional information on SWOP requirements, go to www.SWOP.org.)

### DIRECT CONNECTION ADS

#### Ad Dimensions

Ad Units	Width	Height
1/8 page	2 3/16"	3"
2/8's vertical	2 3/16"	6 1/4"
2/8's horizontal	4 1/2"	3"
3/8's vertical	2 3/16"	9 3/4"
3/8's horizontal	7"	3"

**Send Direct Connection Ad material to:**  
Sarah Maxey, *Classified Production Coordinator*  
Penton Media Inc.  
9800 Metcalf Ave., Overland Park, KS 66212  
**T** | 913.967.1838  
**E** | sarah.maxey@penton.com

### INSERT SPECIFICATIONS /INSERT SIZE

Preprinted inserts should be furnished as 8" x 10 7/8" (203 x 276 mm). When perfect bound, inserts will trim 1/8" (3.175 mm) from head, 1/8" (3.175 mm) from gutter, face and foot. Keep critical matter 1/4" (6.35 mm) from all sides. Inserts greater than two pages should be furnished folded.

Contact your sales representative for rates, production specifications and shipping instructions. Visit [www.PentonDigitalAds.com](http://www.PentonDigitalAds.com)

## ED EUROPE DIGITAL EDITION AD SPECIFICATIONS

### TYPES OF MATERIALS ACCEPTED:

**PDF format:** Advertisers should submit a high-res PDF with fonts embedded at exact size dimension of ad space purchased

#### Flash Ads:

- Files should be received as .swf using action script 3 file format with all URL links embedded.
- For Flash advertising please embed tracking URLs for statistics and tracking purposes. If you do not have the ability to create tracking URLs supply the URLs to Penton and we will provide you with tracking URLs to use in your Flash ad.
- File should be at exact dimensions of ad space purchased.
- Prefer files to not exceed 5MB.
- All controls must be defined into SWF.
- Please provide any other written information about placement or handling.

You may also do partial flash elements that sit on top of a static PDF file. Please provide written instructions on how the files should be handled. **Note:** Please also provide a static version PDF file of your ad for the downloadable version of the digital edition.

No Gif files and must provide physical SWF file, not ad tags.

Ad Type	Ad Size (PDF)	Ad Size Pixels (Flash)
Full Page	10" x 10.5"	720 x 756
Full Spread	20" x 10.5"	1440 x 756
Half Horizontal	10" x 5.25"	720 x 378
Half Vertical	5" x 10.5"	360 x 756
Quarter Page	3.25" x 4.75"	234 x 342
Welcome Ad (No larger than...)	8.5" x 9"	612 x 648
*Resource Center Text Ad	40 Words or less	n/a

**Video:** Video may be placed on top of a static ad.

**Preferred format:** .flv or .wma

**Maximum file size:** 15MB Must provide physical file—not links to videos hosted on website.

Please provide written instructions for placement of video on your provided PDF ad.

**Resource Center Text Ad:** Please include 1) A headline; no more than 10 words 2) Body copy; no more than 40 words 3) Linking URL 4) Logo 5) Thumbnail image of product; 1" height.

Please send material 7 days before issue date of digital edition, to allow for any problems with materials to be found and resolved and/or time for new material to be received.

#### Please send materials to:

Julie Gilpin, *Production Manager*  
Penton Media Inc.  
9800 Metcalf Ave., Overland Park, KS 66212  
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