

# DIGITAL AD GUIDELINES

## AD MATERIALS/INSERTION ORDERS

**Ship ad materials and insertion orders for *Electronic Design* to:** *Electronic Design*, Karen Barker, Penton Media Inc., 9800 Metcalf Ave., Overland Park, KS 66212  
**T** | 913.967.1809  
**F** | 913.514.3674  
**E** | katherine.barker@penton.com

**Ship ad materials and insertion orders for *Microwaves & RF* to:** *Microwaves & RF*, Kara Harlow, Penton Media Inc., 9800 Metcalf Ave., Overland Park, KS 66212  
**T** | 913.967.7476  
**F** | 913.514.7018  
**E** | kara.harlow@penton.com

**Ship ad materials and insertion orders for *Power Electronics Technology and Auto Electronics* to:** Julie Gilpin, Penton Media Inc., 9800 Metcalf Ave., Overland Park, KS 66212  
**T** | 913.967.1373  
**F** | 913.514.6822  
**E** | julie.gilpin@penton.com

## GENERAL SPECIFICATIONS

**Printing Method:** Web Offset  
**Binding:** Perfect  
**Trim Size:** 7 3/4" x 10 3/8"  
**Paper:** Cover printed on 70-lb. coated offset; text printed on 36-lb. coated groundwood offset  
**Ink:** SWOP standard and four-color process  
**Line Screen:** 133 lines per inch

## 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, contact the Production Coordinator. PDF files 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 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. Web sites are not usable for print ads, as they have low resolution (72 dpi).

## 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 Electronic Design 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](http://www.SWOP.org).)  
**Send proofs to:** Penton Media, 9800 Metcalf Ave., Overland Park, KS 66212, Att: Production Dept.

## ELECTRONIC FILE SUBMISSION VIA WEB SITE

*Electronic Design* and *Microwaves & RF*: go to [www.pentondigitalads.com](http://www.pentondigitalads.com).  
*Power Electronics Technology* and *Auto*

*Electronics*: [www.pentonads.com](http://www.pentonads.com). Follow the step-by-step instructions in how to create PostScript and PDF files, as well as all the documentation needed to submit your file electronically.

**Ship supplied inserts for *Electronic Design* and *Microwaves & RF* to:** R. R. Donnelley, 600 North Main St., Pontiac, IL 61764

**Ship supplied inserts for *Power Electronics Technology* and *Auto Electronics* to:** Quebecor Midland, 1700 James Savage Rd., Midland, MI 48642

## DIRECT CONNECTION ADS

### Ad Dimensions

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

## 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 advertising production coordinator for maximum stock weight, required quantities, delivery deadlines, glue tipping/magna-stripping options and specifications, and shipping information.  
**Insert Printing:** We are pleased to provide advertisers with competitive printing quotations for all inserts. Details of printing quotations can be obtained through your Regional Sales Manager. Contact your Sales Representative for rates, production specifications, and shipping instructions.

## AD DIMENSIONS

AD UNIT	STANDARD	KING SIZE
Full page	7" X 10 3/8"	9 7/8" X 9 7/8"
Full page bleed	8" X 10 7/8"	10 7/8" X 10 7/8"
Spread trim		
Spread bleed	15 3/4" X 10 7/8"	
Standard page		7" X 9 7/8"
Standard page bleed		8" X 10 7/8"
2/3 page	4 1/2" X 9 7/8"	
1/2 page vertical	3 1/4" X 9 7/8"	
1/2 page horizontal	7" X 4 3/4"	9 7/8" X 4 7/8"
1/2 page horizontal bleed		10 7/8" X 5 1/2"
1/2 page island	4 1/2" X 7 3/8"	
1/3 page vertical	2 1/8" X 9 7/8"	2 1/4" X 9 7/8"
1/3 page vertical bleed	2 3/4" X 10 7/8"	2 7/8" X 10 7/8"
1/3 page square	4 1/2" X 4 3/4"	
1/4 page	3 1/4" X 4 3/4"	
1/6 page vertical	2 1/8" X 4 3/4"	