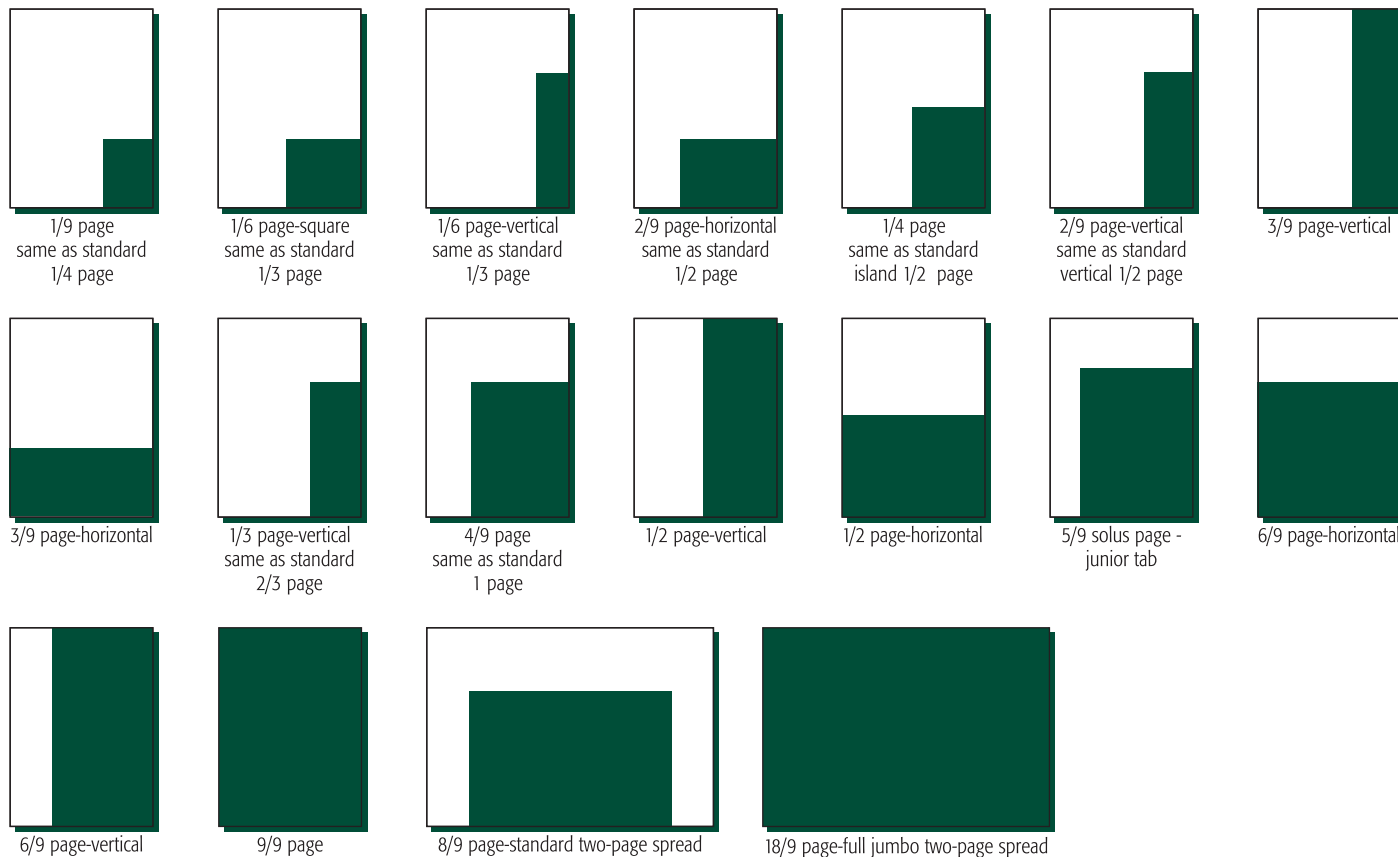


## A WIDE CHOICE OF ADVERTISEMENT SIZES

Actual specifications vary from publication to publication. Please check individual rate cards for exact measurements.



## TECHNICAL SPECIFICATIONS

### Digital Files required for each advert:

1. The advertisement file, in any of the native or specific file formats listed below.
  2. The imported image files: tiff, eps or bitmap.
  3. The typefaces used in the advertisement file and in the imported or embedded files.
- Both printer and screen fonts must be included. For each style used, a printer font must be included.

### Native Software Files accepted:

Advertisements must be delivered ready to print in the following file formats:

- Quark XPress versions 4.11, 5.0, 6.0 and 6.5
- Adobe Photoshop CS
- Adobe Illustrator CS
- Adobe Indesign CS

### Other File Formats accepted:

TIF(F) • Illustrator EPS • Photoshop EPS • Generic EPS or high resolution PDF with embedded fonts. Postscript (composite CMYK, device independent, Level 2)

### General Specifications:

Colors must be defined as % of CMYK with a maximum coverage of 310%, e.g. cyan 100% – magenta 80% – black 70%.

The use of indexed RGB, spot or pantone colors can NOT be accepted. All images must be high resolution 300dpi CMYK colour or greyscale. Bitmap images must be at least 1200 dpi. Please do NOT reduce images to less than 20% or enlarge to more than 130%. Enlarging imported images will decrease the final resolution and may affect the quality of the image. Do NOT stylize fonts. For each style used, a printer font must be included. Do NOT use LZW compression when saving an image as TIF(F). Do NOT use JPEG encoding when saving an image as EPS; please use binary.

### Naming Convention:

The file or folder containing your digital file advert has to comply with the following naming convention: Magazine acronym\_issue number\_company name  
For instance IENE\_6.7\_Banner; PEI\_9\_NationalInstruments; TRD\_3\_Igus

### Digital Data Carriers:

CD-ROM; DVD-ROM

### Proofing:

We require a good quality color proof with all advertising material supplied. If you are not able to send a hardcopy proof for digital adverts, a PDF at screen resolution is sufficient. We do NOT regard PDF and desktop print material as an accurate color proof.

### General conditions and policy:

All advertising is subject to the publisher's approval. The publisher reserves the right to return advertising material for modification or to reduce or re-format material whenever required, at cost. Requests for return of material should be done in writing, preferably with the advertisement order. All production material will be automatically destroyed after one year. Proofs are only supplied to advertisers upon specific request, and only if production material reaches our offices at least one month before material deadline date. Two proofs maximum can be supplied. Author's corrections will NOT be accepted on the second proof.

### Technical Information:

- Trim Size: 265 x 380 mm
- Type Area: 247 x 361 mm
- Digital Material preferred
- Film material handling charge \$250/ad

### For more information:

See the production page at [www.ienworldwide.com](http://www.ienworldwide.com)

Email ads to: [production@thomasimg.com](mailto:production@thomasimg.com)