

Advert specifications for print

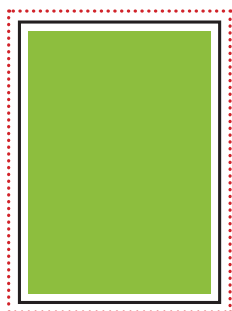
Overall metric page size 282mm deep x 213mm wide

Page unit	Trim	Bleed	Live
Full page	282 x 213	288 x 219	270 x 200
Double page spread	282 x 426	288 x 432	270 x 410
1/2 page vertical	282 x 90	288 x 111	270 x 90
1/2 page horizontal	130 x 213	137 x 219	130 x 184
1/4 page	130 x 90	137 x 111	130 x 90
1/4 page strip	60 x 213	76 x 219	60 x 184
1/3 page vertical	282 x 67	288 x 73	270 x 67
1/3 page horizontal	85 x 213	96 x 219	85 x 184
1/2 page island	195 x 135	-	-
2/3 page vertical	282 x 135	288 x 138	272 x 130
1/3 page square	125 x 125	-	-
1/6 page	130 x 67	137 x 73	130 x 67
1/8 page	60 x 90	76 x 111	60 x 90

Bleed: These are the dimensions to use if graphics are to print beyond the edge of the final printed page.

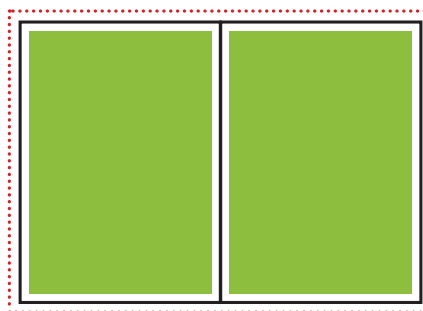
Trim: these dimensions are where the page will be cut and represents the final dimensions of the printed magazine.

Live: This is the area where text and graphics can be placed that is a safe distance from the trim size. these dimensions will prevent the loss of text or graphics when the page is trimmed.



Full page requirements

- Bleed 288m x 219mm
- Trim 282mm x 213mm
- Live 270mm x 200mm



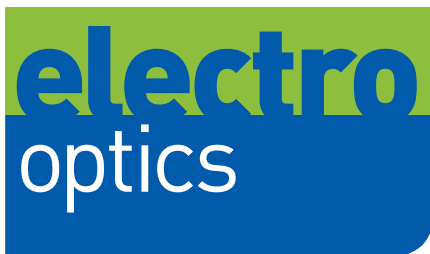
Double page spread requirements

- Bleed 288mm x 432mm
- Trim 282mm x 426mm
- Live 270mm x 410mm

Digital file requirements

PDF-X1a, PDF, EPS and Tiff files are accepted.

All high resolution images and fonts must be embedded in files. Images must be 300dpi/CMYK



Advert specifications for web

www.electrooptics.com



Top Banner
Top of page, 468 x 60

Leaderboard
Top of page, 728 x 90

Right Button Banner
120 x 60

Box Ad
Page-specific, 300 x 250

Right Skyscraper
120 x 600

EONewsline



Right hand banner
Top of page, 120 x 60

Newsline banner
468 x 60 or 120 x 120 logo/image plus headline (up to 8 words) and 30 words of text

Animated gifs policy

Please note, we discourage the use of animated gifs on all email newsletters, as some email clients (including Microsoft Outlook 2007) will only display the first frame of any animation. If you supply an animated gif for use in an email newsletter, you do so on this understanding.

Digital file requirements

All images must be jpg or gif format.
File size may not exceed 20K
Supply URL to use for link to banner.