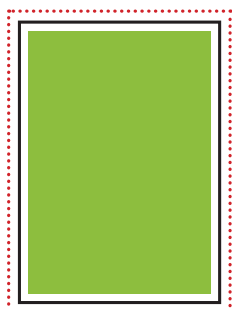


## Advert specifications for print

Overall metric page size 213mm wide x 282mm deep

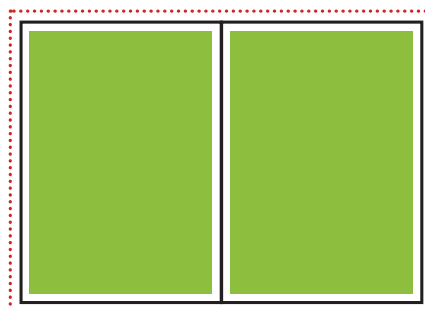
Page unit	Live	Trim	Bleed
Full page	189w x 258h	-	-
Full page (Bleed)	189w x 258h	213w x 282h	219w x 288h
Double page spread	402w x 258h	-	-
Double page spread (Bleed)	402w x 258h	426w x 282h	432w x 288h
1/2 page vertical	92w x 258h	-	-
1/2 page vertical (Bleed)	92w x 258h	104w x 282h	107w x 288h
1/2 page horizontal	189w x 129h	-	-
1/2 page horizontal (Bleed)	189w x 129h	213w x 141h	219w x 144h
1/4 page	92w x 129h	-	-
1/4 page strip (Bleed)	43w x 258h	55w x 282h	58w x 288h
1/3 page vertical	59w x 258h	-	-
1/3 page vertical (Bleed)	59w x 258h	71w x 282h	74w x 288h
1/3 page horizontal	189w x 85h	-	-
1/2 page island	140w x 195h	-	-
2/3 page vertical	124w x 258h	-	-
2/3 page vertical (Bleed)	124w x 258h	136w x 288h	139w x 288h
1/3 page square	125 x 125	-	-
1/6 page	60w x 129h	-	-
1/8 page	92w x 64h	-	-

All measurements are in mm



### Full page requirements

- ..... Bleed 219(w)mm x 288(h)mm
- Trim 213(w)mm x 282(h)mm
- Live 200(w)mm x 270(h)mm



### Double page spread requirements

- ..... Bleed 432(w)mm x 288(h)mm
- Trim 426(w)mm x 282(h)mm
- Live 410(w)mm x 270(h)mm

**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.

### 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

# electro optics

## Advert specifications for web

www.electrooptics.com



### Leaderboard

Top of page, 728w x 90h

### Top Banner

Top of page, 468w x 60h

### Right Button Banner

120w x 60h

### Box Ad

Page-specific, 300w x 250h

### Right Skyscraper

120w x 600h

## EONewsline



### Right hand banner

Top of page, 120w x 60h

### Newsline banner

468w x 60h 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.