

PRINT+DIGITAL SPECS

PRINT MECHANICALS MAGAZINE

SPREAD

Bleed Size / 2 Page Spread
17" X 10.75"

Trims to
16.75" X 10.75"

FULL

Bleed Size / Full page
8.625" X 10.75"

Trims to
8.375" X 10.5"

HALF

Half Page
3.4375"
X 9.875"

No Bleed
on
Half
Pages

AD FILE INFORMATION

All electronic ads must be Mac compatible and accompanied by a color proof. All color proofs must meet SWOP standards and we suggest a color bar for accuracy.

INDUSTRY is not responsible for ads sent without proofs or ads not meeting our electronic submission requirements. Preferred format is Adobe Acrobat (PDF): All resulting PDFs must be in 'press resolution'. CMYK, all fonts embedded. Adobe Photoshop: TIFFs, EPS, JPGs accepted. Files must meet a minimum of 300-dpi requirement, have fonts embedded. Files converted to CMYK.

GENERAL SUBMISSION INFO

- **SUBMIT HIGH-RESOLUTION PDF FILES OF ADS**
- **SAFETY - PROVIDE ALL BLEED ADS WITH .25" SAFE AREA AWAY FROM TRIM LINE FOR TEXT AND LOGOS**
- **ALL ADS MUST BE IN CMYK FORMAT.**
- **SEND ALL ADS TO
ADVERTISING@INDUSTRYM.COM**

DIGITAL MECHANICALS

SITE BANNER ADS

LEADER 728 X 90 pixels

**BIG
BOX**

728 x 457
pixels

**SKY
SCRAPPER**

300 x 600
pixels

BOX
300 x 250
pixels

DIGITAL SUBMISSION INFO

- **HTML5 ACCEPTED AS A TAG. FLASH (SWF),OR JAVASCRIPT ALSO BE ACCEPTED.**
- **ALL ADS MUST BE SUBMITTED AS WEB-FRIENDLY IMAGES IN JPEG, GIF, SWF***
- **SIZE MAX : 50 KB**
- **RESOLUTION: 72 DPI**
- **FULL URL MUST BE INCLUDED IN AD SUBMISSION (EMBEDDED OR WE CAN EMBED)**
- **SEND ALL ADS TO
ADVERTISING@INDUSTRYM.COM**