

Electronic File Advertising

Press-ready Adobe PDF files are preferred.

EPS Files: When saving as EPS file, please include tif images in CMYK and supply a list of fonts that are used within that file. Send EPS files on CD along with the original application file and digital proofs – color if applicable.

Proofing: For color ads, 1 SWOP press proof with color bars or off-press proof.

E-mail ads to: magazineads@ieee.org

- FTP:**
1. Connect to ftp at <ftp://subway.ieee.org> (do not use www or http).
 2. Use "ftp@ieee-res.ieee.org" as the user name and "ftp" as the password.
 3. Go to "Magazines" directory and select the "Ads" directory.
 4. Upload files/folders to "toieee" folder.
 5. Notify IEEE staff at magazineads@ieee.org when files are posted.

Please note the magazine and issue date where the ad will appear.

NOTE: We cannot be held accountable or responsible for any electronic files which have not been prepared correctly. The Advertiser and or its Agency accept full responsibility for the accuracy and integrity of the supplied electronic files. The Publisher is not accountable for any 4/color ad supplied without a color proof, and reserves the right to rebill for any costs incurred in outputting improperly prepared materials. Our production staff reserves the right to reject electronic ad material that will not process or reproduce correctly to meet quality standards, or that are missing elements such as fonts or high-resolution graphics. If we are asked to troubleshoot supplied files, there will be charge of \$100 per hour, with a one hour minimum charge. These charges will be added to the invoice.

For further Information please contact:

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 http://advertise.ieee.org

MECHANICAL REQUIREMENTS

Ad Sizes in Inches	Width	Depth
BLEED SIZE	8 1/8" x	11"
TRIM SIZE	7 7/8" x	10 3/4"

Keep all live matter 3/8" inside trim.

Non-bleed Sizes	Width	Depth
FULL PAGE	7" x	10"
2/3 PAGE 4 3/8" x 10"	4 3/8" x	10"
1/2 PAGE, HORIZONTAL	7" x	4 7/8"
1/2 PAGE, VERTICAL	3 3/8" x	10"
1/2 PAGE, ISLAND	4 3/8" x	7 1/2"
1/3 PAGE, VERTICAL	2 1/8" x	10"
1/3 PAGE, SQUARE	4 3/8" x	4 7/8"
1/4 PAGE, SQUARE	3 3/8" x	4 7/8"
1/6 PAGE, VERTICAL	2 1/8" x	4 7/8"

Ad Sizes in Millimeters	Width	Depth
BLEED SIZE	206mm x	279mm
TRIM SIZE	200mm x	273mm

Keep all live matter 10mm inside trim.

Non-Bleed Sizes	Width	Depth
FULL PAGE	178mm x	254mm
2/3 PAGE	118mm x	254mm
1/2 PAGE, HORIZONTAL	178mm x	124mm
1/2 PAGE, VERTICAL	86mm x	254mm
1/2 PAGE, ISLAND	118mm x	190mm
1/3 PAGE, VERTICAL	54mm x	254mm
1/3 PAGE, SQUARE	118mm x	124mm
1/4 PAGE, SQUARE	86mm x	124mm
1/6 PAGE, VERTICAL	54mm x	124mm

FOR ELECTRICAL INSULATION MAGAZINE ONLY:

SIZE IN INCHES: Bleed size - 8 5/8" width x 11 3/8" depth; Trim size - 8 1/4" width x 11" depth. Keep all live matter 3/8" inside trim.

SIZE IN MILLIMETERS: Bleed size - 219mm width x 289mm depth; Trim size: 209mm width x 279mm depth. Keep all live matter 10mm inside trim.