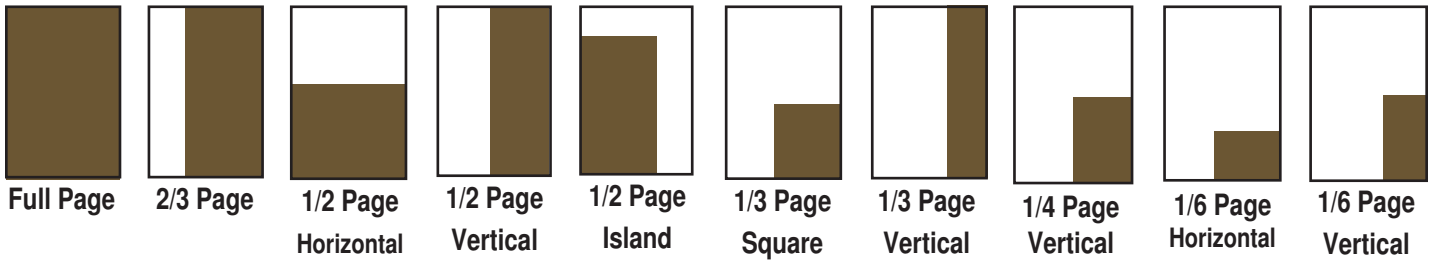
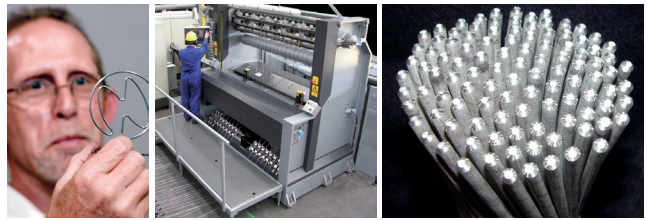


# 2021 MECHANICAL SPECIFICATIONS



SPACE UNITS	WIDTH & DEPTH (inches)	WIDTH & DEPTH (mm)
Full Page	7 x 10	178 x 254
2/3 Page	4.5 x 10	114 x 254
1/2 Page Horizontal	7 x 4.875	178 X 124
1/2 Page Vertical	3.375 x 9.75	86 x 248
1/2 Page Island	4.5 x 7.5	114 x 190
1/3 Page Vertical	2.1875 x 10	56 x 254
1/3 Page Square	4.5 x 4.875	114 x 124
1/4 Page Vertical	3.375 x 4.875	86 x 124
1/6 Page Vertical	2.1875 x 4.875	56 x 124
1/6 Page Horizontal	4.5 x 2.3125	114 x 59

## STOCK

45lb. coated body stock.

## BINDING

Wire Forming Technology International is Saddle Stitched.

## STORAGE

Reproduction materials will be stored for a period of one year after last use. After this period, we will assume that we have the authority to discard them.

## BLEED ADS

When preparing bleed ads, all type and portions of illustrations that are not to be trimmed off should be at least 1/4 (6.3 mm) inside dimensions specified for bleeds. This includes gutter bleeds. Ad should bleed 1/8 past trim on the left, right, top and bottom.

## BANNER ADS

## WEB ADVERTISING

Banner ads are available for posting in three sizes:

Standard size - center column & masthead, 500x75 pixels.

Right column - 200 pixels wide, height is variable.

Left column - 140 pixels wide, height is variable.

We accept .jpg, .gif, and .png files. Other sizes, video and specialty ads are also available. Contact us for more information and options.

**TRIM SIZE:  
8 x 10.75**

## TIPS

### For file construction

All our publications are using computer-to-plate technology.

Mechanical specifications are the same for Wire & Cable Technology International, Fastener Technology International and Wire Forming Technology International magazines.

- ✓ Press ready PDF's are preferred, 300 dpi.
- ✓ Create files in Adobe InDesign or Illustrator.
- ✓ Graphic files saved as TIFF, JPEG or EPS are preferred.
- ✓ Microsoft Word, Publisher and Powerpoint files are not acceptable.
- ✓ Files may be emailed, max file size 15Mbs.
- ✓ Trim size is 8 x 10.75 .
- ✓ Create the advertisement to match the page size of the publication (8 x 10.75 ) without the need to reduce or enlarge the file.
- ✓ Make sure that any element that bleeds is large enough to accommodate the bleed.
- ✓ If ad bleeds, extend bleeds out 0.125 on all sides.
- ✓ Do not run critical copy too close to trim area.
- ✓ All raster images should have a minimum resolution of at least 300 dpi.
- ✓ Use Adobe InDesign or Illustrator instead of Photoshop to set large quantities of text.
- ✓ Convert all fonts to outlines, including those in imported graphics, especially if using a TrueType font.
- ✓ Create the file in CMYK before saving.