



EVALUATION ENGINEERING

For Electronic Test & Measurement

PRINT ADVERTISING SPECS

7.75 X 10.75 TRIM SIZE



SPREAD

Non-bleed: 14.75 x 10
Bleed: 15.75 x 11
Trim: 15.5 x 10.75
Live: 14.75 x 10.25



FULL PAGE

Non-bleed: 7 x 10
Bleed: 8 x 11
Trim: 7.75 x 10.75
Live: 7.25 x 10.25



2/3 VERTICAL

Non-bleed: 4.5 x 9.75
Bleed: 5.25 x 11
Trim: 5 x 10.75
Live: 4.25 x 10.25



1/2 ISLAND

Non-bleed: 4.375 x 7.375
Live: 3.875 x 6.875



1/2 VERTICAL

Non-bleed: 3.25 x 9.75
Bleed: 4.125 x 11
Trim: 3.875 x 10.75
Live: 3.25 x 10.25



1/2 HORIZONTAL

Non-bleed: 6.75 x 4.75
Bleed: 8 x 5.5
Trim: 7.75 x 5.25
Live: 7.25 x 4.75



1/3 SQUARE

Non-bleed: 4.5 x 4.75



1/3 VERTICAL

Non-bleed: 2.125 x 9.75



1/3 HORIZONTAL

Non-bleed: 6.75 x 3



1/4 VERTICAL

Non-bleed: 3.25 x 4.75



1/6 VERTICAL

Non-bleed: 2.125 x 4.75



1/8 HORIZONTAL

Non-bleed: 3.25 x 2.5

CLASSIFIEDS/MARKETPLACE 4C. 3.27 x 2

If you have any questions about acceptable file formats, please contact our production manager or your sales representative.

Amanda Porter
aporter@endeavorbusinessmedia.com



SIZE

Your sales representative should supply you with your ad size. All ad sizes in inches.

COLOR

All ads should be supplied in either CMYK (Cyan, Magenta, Yellow & Black) or Grayscale (Black & White) color mode. RGB and PMS spot colors should not be used. Any elements not set as CMYK or Grayscale will be automatically converted to the appropriate color mode in our ad processing system. This may cause a change in the appearance of the images.

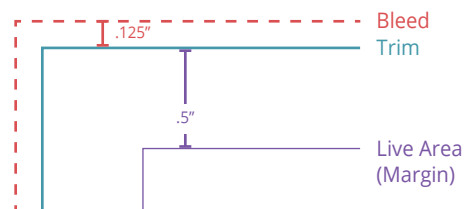
ARTWORK RESOLUTION

Recommended resolution is 300 dpi at final crop dimensions for images. Images taken from websites often use a much lower resolution (72 dpi) and do not print clearly. Numerically enhancing resolution in Adobe Photoshop® or other software will not improve the clarity of the images.

FILE TYPE

A high-resolution, print-ready PDF is required. Production charges may be applied to process other file types received. Production charges are outlined on the Terms & Conditions page.

Upper left-hand corner of page



Bleed - .125" outside of trim.

Bleed is the printable area outside the trim line that will be cut away during the printing process to ensure a background color or graphic will run off the edge with no visible margin on the outside edge.

Trim - Document edge.

Trim is the size of the completed document from edge to edge. The trim size is the same as the document size in Adobe InDesign®. All ads that go to the trim edge should include a .125" bleed on all four sides.

Live Area (margin) - .5" from trim.

Non-bleed ads are positioned on the margin line, .5" from the trim. All critical graphics and text should be positioned inside the margin lines.