

EP&T

ELECTRONIC PRODUCTS & TECHNOLOGY

Production Information and Ad Sizes



EP&T Print Requirements

Unit	Live Area / No Bleed	Trim	With Bleed
Full page	8" x 11"	9" x 12"	9.25" x 12.25"
DPS	17" x 11"	18" x 12"	18.25" x 12.25"
DPS 1/2 Page Horizontal	17" x 5.5"	18" x 6"	18.25" x 6.125"
1/2 Page Island	5.875" x 7.875"		
1/2 Page Vertical	3.375" x 11"		
1/2 Page Horizontal	8" x 5.375"		
1/3 Page Vertical	3.875" x 7.3125"		
1/3 Page Horizontal	8" x 3.5"		
1/4 Page Vertical	3.875" x 5.375"		
1/4 Page Horizontal	8" x 2.625"		
Product Source	2.5" x 2.5"		

Digital Requirements for Print Ads

- Acrobat PDF (PDFs files to be created for high-resolution printing; all images must be converted to CMYK at 300 dpi). All fonts and images must be embedded and file flattened.

Digital Picture Formats:

- EPS, TIFF or JPG
- 300 dpi Resolution
- CMYK or Grayscale

Delivering Files:

- All hi-res. pdf files are to be uploaded to the loading dock.

annexnorth.loadingdock.ca

1. Enter your e-mail address.
2. Write a brief description of the file. Be sure to include the publication name EP&T and the month.
3. Under notification select Trina Dillon, Production Coordinator.
4. Select the number of files you are uploading and attach file(s).

Technical Specifications for Online Advertising

Ad Size:

Leaderboard: 728 X 90 pixels

Plus Mobile 300 x 50 pixels

Big Box: 300 X 250 pixels

Super Big Box: 300 x 600 pixels

• **File Size:** 50K maximum

• **Resolution:** 72dpi

• **File Formats:** RGB or Index Color JPG or GIF (animated gifs are acceptable provided they meet file size maximum)

• Include working URL address to link banner to desired site.

REQUIREMENTS FOR PRODUCT SOURCE E-NEWSLETTER AND PRINT VERSION:

Copy: Headline, plus 40-50 words of copy, a URL and a contact email for leads

Image Size (digital e-newsletter): Minimum 300 pixels x 300 pixels

(*Image will be sized accordingly to fit space);

Image Size (print ad): 300 dpi image* (*Image will be sized accordingly to fit space)

File Formats: RGB or CMYK, GIF or JPG (animated gifs are not accepted for Product Source)

Please contact your sales rep for specific details on NewsCourier or Tech Update newsletter

Weekly Enews Sponsor Spotlight: (300 x 250) Box Ad, 100 words of copy plus URL



Advertising Contacts:

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Production Contact:

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