



Production Information and Ad Sizes



EP&T Print Requirements

Unit	Trim	Live Area / No Bleed	With Bleed
*Tabloid page	11 x 14.875"	10 x 13.875"	11.25 x 15.125"
*3/4 Billboard or	7.75 x 14.875" 11 x 10.75"	7 x 13.875" 10 x 10"	8 x 15.125" 11.25 x 11"

Unit	Ad Size	Live Area / No Bleed	With Bleed
Standard page	7.75 x 10.75"	7 x 10"	8 x 11"
2/3 Page	4.875 x 10"		
1/2 Vertical	3.375 x 10"		
1/3 Vertical	2.25 x 10"		
1/3 Tabloid Vertical	2.875 x 14.875"	2.5 x 13.875"	3.125 x 15.125"
1/2 Island	4.875 x 7.25"		
1/2 Horizontal	7 x 4.875		
1/3 Square	4.875 x 4.875"		
1/4 Page	3.375 x 4.875"		
Product Source	3 x 2.25"		

*Ads designed to bleed require 1/8" minimum bleed beyond trim size.

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).

Digital Picture Formats:

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

Delivering Files:

Your digital files can be delivered to us by the following:

1. Email to graphics@ept.ca or to your sales representative

Technical Specifications for Online Advertising

Ad Size:

- Leaderboard: 728 X 90 pixels
- Big Box: 300 X 250 pixels
- Expandable Big Box: 600 x 250 pixels
- Button: 120 X 90 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 180 pixels wide and 72 dpi* (*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

