

Publication Trim Size: 7.875" x 10.5"

Standard space sizes in inches:

	WIDTH	DEPTH
Two-Page Spread (w/Bleed)	16"	10.75"
Page (Bleed)	8.125"	10.75"
Page (Non-Bleed)	7"	9.625"
2/3 Page	4.5"	9.625"
1/2 Page Horizontal	7"	4.625"
1/2 Page Vertical	3.375"	9.625"
1/2 Page Island	4.5"	7.25"
1/3 Page Square	4.5"	4.625"
1/3 Page Vertical	2.125"	9.625"
1/4 Page	3.375"	4.625"
1/6 Page	2.125"	4.625"
1/9 Page	2.125"	3"

Live Matter: For safety, keep at least .375" from trim.

Binding: Saddle-stitched.

Display advertising materials: All ads (other than 1/12-page literature ads) should be supplied as complete digital files.

**** Please note that your ad will appear in print as well as the digital edition of Aerospace & Defense Technology. For best reproduction quality, use vector-based graphics and type wherever possible.***

Preferred Format: PDF/X-1a:2003 (one page per file)
Other formats may be accommodated on request.

File Naming: PDFs should be named by the advertiser's name, issue date, and PDF extension, ie. "COMSOL Ad 0915.pdf".

Size/Layout: Ad must be made to appropriate size. (See above)

Bleed: Supply files with a minimum 1/8" (.125") bleed on all sides with crop marks offset at least 12 points or 1/8".

Resolution: All PDFs must contain 300-dpi image files and 1200-dpi for line art. Images with higher resolutions will be downsampled accordingly. PDFs with lower resolutions will result in an inferior print quality that will not be the publisher's responsibility.

Compression: PDFs should have no compression.

Fonts: All fonts must be embedded.

Color: All images must be in CMYK mode. Do not use RGB images, spot color or index color, and do not embed a color

profile. PDFs with these color attributes will be converted to CMYK, which may result in an undesirable color shift. Publisher cannot be responsible for files supplied in formats other than CMYK.

Output Preview: When viewing PDFs in Adobe Acrobat, activate "Simulate Overprint Preview" in the Advanced/Print Production/Output Preview menu item to ensure what you see on-screen accurately represents what will print in the magazine.

Proofs: Proofs that accurately represent the digital file are required for all digital file submissions. Publisher cannot be responsible for materials submitted without proofs.

E-mail: Files may be sent to: **production@techbriefs.com**. The advertiser's name and the issue date should be entered in the subject field. Compress files using Stuffit or Zipit.

Contact Information: Please include the name and telephone number of the person responsible for creating the files.

Product Spotlight Materials: For 1/12-page ads, send a photo of your product or literature as a digital file (TIFF, EPS, or PDF), along with 40-50 words of copy, a headline + URL. Tech Briefs Media Group will handle layout and design of your literature ad at no additional charge.

Transmission/Mailing Instructions: Send contracts, insertion orders, and ad materials to:

Tech Briefs Media Group
Production Department
261 5th Avenue, Suite 1901
New York, NY 10016
E-mail: **production@techbriefs.com**
Phone: **212-490-3999**

Terms of Sale:

1. Agency discount: 15% of gross space, color, and position charges
2. Invoices are payable upon receipt
3. Prepayment discount: Contact your sales representative

Changes & Cancellations: All changes to scheduled advertising must be received in writing by the production department by the 25th of the month, two months prior to issue date.

Closing Dates: First of the month preceding issue date for orders, eighth of the month preceding issue date for materials.

Questions regarding file preparation?
Call 212-490-3999 and ask for the production manager of Aerospace & Defense Technology, or for more info visit: www.techbriefsmedia.com/digitalspecs