



IEEE Tech Societies Media Print Advertising Specs

Press-ready Adobe PDF files are preferred.

When sending digital files, please make sure all images are in a C-M-Y-K color format and have a minimum resolution of 285dpi. All fonts should be embedded.

EPS Files: When saving as EPS file, please include tif images in CMYK and supply a list of fonts that are used within that file.

Proofing

For color ads, 1 SWOP press proof with color bars or off-press proof.

Email Submission

Send an email to magazineads@ieee.org

Electronic File Transfer

Please send an email to the IEEE staff at magazineads@ieee.org requesting a "files upload" link, noting the magazine and issue date. An email with a unique link will be sent with instructions on how to upload the files.

NOTE

We cannot be held accountable or responsible for any electronic files which have not been prepared correctly. The Advertiser and or its Agency accept full responsibility for the accuracy and integrity of the supplied electronic files. The Publisher is not accountable for any 4/color ad supplied without a color proof, and reserves the right to rebill for any costs incurred in outputting improperly prepared materials. Our production staff reserves the right to reject electronic ad material that will not process or reproduce correctly to meet quality standards, or that are missing elements such as fonts or high-resolution graphics. If we are asked to troubleshoot supplied files, there will be a charge of \$100 per hour, with a one hour minimum charge. These charges will be added to the invoice.

FOR IEEE AEROSPACE AND ELECTRONIC SYSTEMS MAGAZINE, IEEE ELECTRICAL INSULATION MAGAZINE AND THE BRIDGE ONLY.

SIZE IN INCHES: Bleed size - 83/4" width x 111/2" depth; Trim size - 81/4" width x 11" depth. Keep all live matter 3/8" inside trim.

SIZE IN MILLIMETERS: Bleed size - 222mm width x 292mm depth; Trim size: 209mm width x 279mm depth. Keep all live matter 10mm inside trim.

globalspec.com/advertising
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IEEE GlobalSpec
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Mechanical Requirements:

Ad Sizes in Inches	Width	Depth
BLEED SIZE	8 1/8"	11"
TRIM SIZE	7 7/8"	10 3/4"

Keep all live matter 3/8" inside trim.

Non-bleed Sizes	Width	Depth
FULL PAGE	7"	10"
2/3 PAGE	45/8"	10"
1/2 PAGE, HORIZONTAL	7"	47/8"
1/2 PAGE, VERTICAL	33/8"	10"
1/2 PAGE, ISLAND	45/8"	71/2"
1/3 PAGE, VERTICAL	21/8"	10"
1/3 PAGE, SQUARE	45/8"	47/8"
1/4 PAGE, SQUARE	33/8"	47/8"
1/6 PAGE, VERTICAL	21/8"	47/8"

Ad Sizes in Millimeters	Width	Depth
BLEED SIZE	206mm	279mm
TRIM SIZE	200mm	273mm

Keep all live matter 10mm inside trim.

Non-bleed Sizes	Width	Depth
FULL PAGE	178mm	254mm
2/3 PAGE	118mm	254mm
1/2 PAGE, HORIZONTAL	178mm	124mm
1/2 PAGE, VERTICAL	86mm	254mm
1/2 PAGE, ISLAND	118mm	190mm
1/3 PAGE, VERTICAL	54mm	254mm
1/3 PAGE, SQUARE	118mm	124mm
1/4 PAGE, SQUARE	86mm	124mm
1/6 PAGE, VERTICAL	54mm	124mm