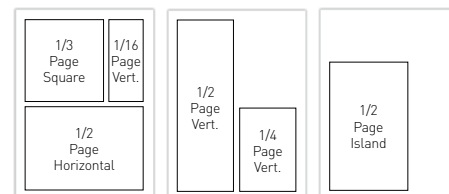
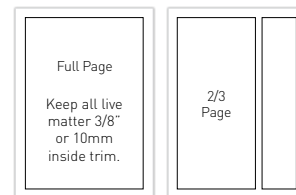
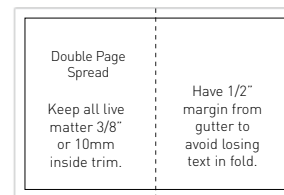


# ADVERTISING SPECIFICATIONS

## Mechanical Requirements

AD SIZE IN INCHES	WIDTH	DEPTH	AD SIZE IN MILLIMETERS	WIDTH	DEPTH
DOUBLE PAGE SPREAD	15"	X 10"	DOUBLE PAGE SPREAD	381mm	X 254mm
BLEED SIZE	16-1/4"	X 11"	BLEED SIZE	412.75mm	X 279mm
TRIM SIZE	15-3/4"	X 10-3/4"	TRIM SIZE	400mm	X 273mm
FULL PAGE	7"	X 10"	FULL PAGE	178mm	X 254mm
BLEED SIZE	8"	X 11"	BLEED SIZE	203mm	X 279mm
TRIM SIZE	7-7/8"	X 10-3/4"	TRIM SIZE	200mm	X 273mm
2/3 PAGE	4-5/8"	X 10"	2/3 PAGE	118mm	X 254mm
1/2 PAGE, HORIZONTAL	7"	X 4-7/8"	1/2 PAGE, HORIZONTAL	178mm	X 124mm
1/2 PAGE, VERTICAL	3-3/8"	X 10"	1/2 PAGE, VERTICAL	86mm	X 254mm
1/2 PAGE, ISLAND	4-5/8"	X 7-1/2"	1/2 PAGE, ISLAND	118mm	X 190mm
1/3 PAGE, VERTICAL	2-1/8"	X 10"	1/3 PAGE, VERTICAL	54mm	X 254mm
1/3 PAGE, SQUARE	4-5/8"	X 4-7/8"	1/3 PAGE, SQUARE	118mm	X 124mm
1/4 PAGE, VERTICAL	3-3/8"	X 4-7/8"	1/4 PAGE, VERTICAL	86mm	X 124mm
1/6 PAGE, VERTICAL	2-1/8"	X 4-7/8"	1/6 PAGE, VERTICAL	54mm	X 124mm



### POWER & ENERGY DIGITAL EDITION

Digital Sponsorship Max (Cover 0 Ad):  
7.88" wide x 10.7" high | PDF only (300 dpi)

Digital Skyscraper (right or left of the issue content):  
2" wide x 10.7" high | PDF only (300 dpi)

New Issue Email - Vertical Banner:  
2" wide x 4" high | PDF only (300 dpi)

### POWER & ENERGY eNewsUPDATE

- Leaderboard Ads: 600x100 pixels
- Rectangle Ads: 300x250 pixels
- JPG, PNG, or GIF format
- Filesize should be under 100kb
- Animation is not allowed in eNewsletter, but animation is allowed on website ads.

### IEEE PES eBulletin

- Leaderboard Ads: 600x100 pixels
  - JPG, PNG, or GIF format
  - Filesize should be under 100kb
  - Animation is not allowed in eNewsletter.
- Native Sponsored Content
  - 10-word header
  - Maximum 50 words of body content
  - URL for placement on Read More button

## ELECTRONIC FILES AND DELIVERY INSTRUCTIONS

Supply a high-quality digital proof. We cannot accept files without proofs. Do not compress files. Please send all artwork to: Felicia Spagnoli, Advertising Production Manager, at f.spagnoli@ieee.org or call 732-562-6334. Please CC: your sales representative.

### Acceptable formats:

QUARK XPRESS documents using the "Collect for Output" from the file menu:

- Supply all the elements that went into creating the files – fonts (both screen and printer), art files (eps) and the high-resolution images.
- Include a list of all items contained on the disk, including fonts.

EPS (ENCAPSULATED POSTSCRIPT) that contains 300 dpi bitmap formatted files:

- Use only Adobe Type 1 fonts. No True Type fonts, please.
- Supply a list of fonts that are used in the file. All color elements must be in CMYK.

TIFF/JPG/PDF/COREL DRAW (CDR) files:

- All color elements must be in CMYK
- Any bitmap images must be 300 dpi at final printed size.
- Fonts other than Helvetica or Times should be converted to outlines in CDR files.

### Unacceptable formats:

WE DO NOT ACCEPT THE FOLLOWING FILE FORMATS:

GIF, DOC. Any other formats not listed! Also, we cannot accept files from page layout programs such as PageMaker, FrameMaker, Corel Ventura or QuarkXpress files that do not adhere to specifications noted previously.

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.

Our production staff reserves the right to reject electronic ad material, which 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 preflight or 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.

**CONTRACT REGULATIONS:** All billing subject to short-rate or rebate to earned rates, depending on the frequency actually used during a 12-month period.

**LIABILITY:** The publisher reserves the right to hold advertisers and/or their advertising agencies jointly and severally liable for money due and payable to the publisher. Publisher is not liable for delays in delivery and/or nondelivery in the event of Act of God, action by the government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any matter.

**PUBLISHER'S PROTECTION CLAUSE:** The publisher reserves the right to cancel or reject any advertising at any time and to add the word "ADVERTISEMENT" at the top of any copy, which in the publisher's opinion, simulates editorial matter and might be misleading to the reader. The publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the regulations set forth in the rate card. Advertiser and/or agency to indemnify, defend and save harmless the publisher from any and all liability for content of advertisements printed (including text, illustrations, representations, sketches, maps, trademarks, labels or other copyrighted matter) or unauthorized use of any person's name or photograph, arising from the publisher's reproduction and publication of such advertisements pursuant to the advertiser's or agency's order.

**CANCELLATION POLICY FOR PRINT ADVERTISING:** Any print advertising cancellations must be received before the stated Ad Close date on the editorial calendar. All covers and prime positions are non-cancellable.

**CANCELLATION POLICY FOR ONLINE ADVERTISING:** Due to limited inventory and exclusive positioning, all online advertising is non-cancelable after commitment.