IEEE ADVERTISING

ELECTRONIC FILE ADVERTISING

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.

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Ad Size 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	4 5/8 "	10"
1/2 Page, Horizontal	7"	4 7/8 "
1/2 Page, Vertical	3 3/8 "	10"
1/2 Page, Island	4 5/8 "	7 1/2 "
1/3 Page, Vertical	2 1/8 "	10"
1/3 Page, Square	4 5/8 "	7 1/2 "
1/4 Page, Square	3 3/8 "	4 7/8 "
1/6 Page, Vertical	2 1/8 "	4 7/8 "

Ad Sizes in Milimeters	Width		Depth
Bleed Size	206mm	X	279mm
Trim Size	200mm	X	273mm

Keep all live matter 10mm inside trim

Non-Bleed Sizes	Width		Depth
Full Page	178mm	X	254mm
2/3 Page	118mm	X	254mm
1/2 Page, Horizontal	178mm	X	124mm
1/2 Page, Vertical	86mm	X	254mm
1/2 Page, Island	118mm	X	190mm
1/3 Page, Vertical	54mm	X	254mm
1/3 Page, Square	118mm	X	124mm
1/4 Page, Square	86mm	X	124mm
1/6 Page, Vertical	54mm	X	124mm

For IEEE AEROSPACE AND ELECTRONIC SYSTEMS MAGAZINE, IEEE ELECTRICAL INSULATION MAGAZINE AND THE BRIDGE ONLY:

Size in Inches: Bleed: 8 3/4"w X 11 1/2"d; Trim: 8 1/4"w X 11"d. Live matter 3/8" inside trim. Size in mm: Bleed 222mmw X 292mmd; Trim: 209mm w X 279mm d. Live matter 10mm inside trim.

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