### **Design World** Windpowe

#### Solar **EEWO**

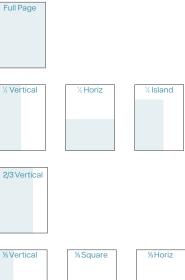
FluidPower Medical Design

THE ROBOTREPORT



WTWH MEDIA PRINT AD SPECIFICATIONS			
AD SIZE	AD SHAPE	TRIM	BLEED
Full Page	Full Page	8-1/2" x 10-7/8" (8.5" x 10.875")	8-3/4" x 11-1/8" (8.75" x 11.125")
1/2 Page	1/2 Vertical	3-5/8" x 10" (3.625" x 10")	N/A
	1/2 Horizontal	7-1/2" x 4-7/8" (7.5" x 4.875")	N/A
	1/2 Island	4-7/8" x 8-1/2" (4.875" x 8.5")	N/A
2/3 Page	2/3 Vertical	4-7/8" x 10" (4.875" x 10")	N/A
1/3 Page	1/3 Vertical	2-3/8" x 10" (2.375" x 10")	N/A
	1/3 Square	4-7/8" x 4-7/8" (4.875" x 4.875")	N/A
	1/3 Horizontal	7-1/2" x 3-1/8" - (7.5" x 3.125")	N/A
1/4 Page	1/4 Square	3-5/8" x 4-5/8" (3.625" x 4.625")	N/A
ADS PLUS			
1/2 Page	1/2 Page Spread	17" x 5-3/8" (17" x 5.375")	17.25" x 5.625"
Full + 1/3	Full + 1/3 Vertical	8-1/2" x 10-7/8" ( 8.5" x 10.875") PLUS 2-3/4" x 10-7/8" (2.75" x 10.875")	8-3/4" x 11-1/8" (8.75" x 11.125") PLUS 3" x 11-1/8" (3" x 11.125")
2-Page Spread	2-Page Spread	8-1/2" x 10-7/8" (8.5" x 10.875") (two separate full pages)	8-3/4" x 11-1/8" (8.75" x 11.125")

Keep all live items (not intended to trim) 1/4" inside trim edges. If an ad is designed to bleed to the edge, an 1/8" bleed is required outside of trim.















## Client also has the option to submit a SWOP 3 certified proof via mail, as well. By choosing not to supply a SWOP 3 certified proof, the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If sending a SWOP certified proof, please

## QUESTIONS

MEDIA

PROOF

LIVE (SAFETY) AND BLEED

Fonts: Embed all fonts

Resolution: 300 dpi

billed to advertiser.

For ad production questions, please contact: Tracy Powers, Customer Service Representative, (440) 452-3449 tpowers@wtwhmedia.com Printing Process: Offset, computer-to-plate (CTP) **Binding Method: Perfect bound** 

contact your Customer Service Representative for details.

Please submit ads via the WTWH Ad Portal at ads.wtwhmedia.com.

Please make sure to output the pdf accordingly to include the bleed, as this is generally not the default setting.

File format: Ads must be PDF/X-1a files. Please save PDF as: PDF/X-1a:2001 with the compatibility set to Acrobat 4 (PDF 1.3).

Color space: CMYK – Images and colors saved as CMYK, no RGB files and no spot colors or pantones within PDFs.

## SUPPLEMENT HALE-PAGE TIP SPECS:

1. High resolution logo (preferably ai or eps file) 2.1 image (3x3, 300 dpi, preferably jpg, eps, tiff, or pdf) 3. 100-125 words of copy (May include title) 4. Contact info (Company Name, website and address and phone # if preferred)

marketing.wtwhmedia.com

# Artwork submitted is assumed that color, images, and copy are proofed and correct from client. Any necessary artwork or copy preparation may be

