

# PRINT ADVERTISING DIMENSIONS

## Display Ad Dimensions

MAGAZINE TRIM SIZE 7-7/8" X 10-3/4"

AD SIZE	WIDTH	HEIGHT
2-Page Spread	15-3/4"	10-3/4"
Front Cover Leaderboard	7-7/8"	1"
Full Page	7-7/8"	10-3/4"
1/2 Horizontal	7"	4-3/4"
1/2 Vertical	3-3/8"	10"
1/2 Island	4-5/8"	7-1/2"
1/3 Square	4-5/8"	4-3/4"
1/3 Vertical	2-1/4"	10"
1/3 Square	3-3/8"	4-3/4"
1/4 Square	3-3/8"	4-3/4"

**NOTE:** Prepare 2-Page Spread, Front Cover Leaderboard, and Full Page ads using the dimensions indicated here as document size. Hold all live area 1/4" from trim. If ads are to bleed, extend 1/8" on all bleeding sides.

## Marketplace Ad Dimensions

AD SIZE	WIDTH	HEIGHT
5 Column inch	3-3/8"	4-3/8"
4 Column inch	2-1/4"	4-5/16"
3 Column inch	2-1/4"	3-1/2"
2 Column inch	2-1/4"	2-1/4"
1 Column inch	2-1/4"	1-1/4"

## Editor's Pick of the Week

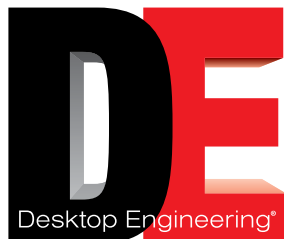
DE will create a 3-1/8" x 2-1/8" ad for you. Please provide us with the following:

- 65-word product description, including company contact information in .doc or .txt format.
- Company logo and the product image.

## Product Showcase

DE will create a 2-1/4" x 2" ad for you. Please provide us with the following:

- 60-word product/company description, including company contact information in .doc or .txt format.
- Company logo and the product image.



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# PRINT ADVERTISING SPECS

## Print Artwork Specs

### FILE FORMATS:

- Adobe Acrobat 4.0 or higher. Adobe PDF job setting PDF/X-1a:2001.  
**Important!** When you output the PDF, double check to make sure crop/trim/centermarks are not showing within the bleed area of your ad.
- Adobe InDesign CS3: Include all screen/printer fonts and images.
- Adobe Illustrator CS3: EPS files preferred.
- Adobe Photoshop CS3: EPS, TIF or JPEG files preferred.

**COLOR:** CMYK mode.

**DPI:** 266 dpi minimum.

**PROOFS:** SWOP-approved contact proofs are required for all supplied materials in order to match color on press. If no such proof is supplied, the publisher will not accept responsibility for color accuracy. Color can be matched 95% accurately to correctly calibrated contract proofs ([swop.org](http://swop.org)).

**PRINTING PROCESS:** *DE* magazine is produced using a computer-to-plate workflow and is printed on Web offset presses. The preferred screen is 133 lines per inch. Total density should not exceed 280%. The magazine's binding method is saddle stitch.

## Print Deadlines

<b>SPACE DEADLINES</b>	JAN	FEB	MAR	APR	MAY	JUN
	12/3/09	1/5/10	2/3/10	3/3/10	4/2/10	5/4/10
	JUL	AUG	SEP	OCT	NOV	DEC
	6/3/10	7/2/10	8/3/10	9/3/10	10/5/10	11/3/10
<b>MATERIALS DEADLINES</b>	JAN	FEB	MAR	APR	MAY	JUN
	12/5/09	1/8/10	2/5/10	3/5/10	4/5/10	5/6/10
	JUL	AUG	SEP	OCT	NOV	DEC
	6/7/10	7/5/10	8/5/10	9/6/10	10/7/10	11/5/10

### ARTWORK CONTACT:

**Darlene Sweeney,**  
art & production director,  
via phone: 603.563.1631  
ext. 257  
or e-mail at  
[dsweeney@deskeng.com](mailto:dsweeney@deskeng.com)



[deskeng.com](http://deskeng.com)

## Submitting Print Materials

**SENDING MATERIALS:** We accept ads via e-mail (10MB maximum), FTP upload, or CD-R.

**MAILING ADDRESS:** Attn: Darlene Sweeney, Desktop Engineering, 1283D Main Street, Dublin, NH 03444 USA.

**FTP UPLOAD INSTRUCTIONS:** Use a compression utility such as WinZIP or Stuffit to create a single archive containing your files. Name the archive with the issue in which the ad will be running and the advertiser's name.

- Using web upload software, such as FileZilla, go to:

**Host:** [ftp.level5public.com](http://ftp.level5public.com)

**Username:** level5client

**Password:** material