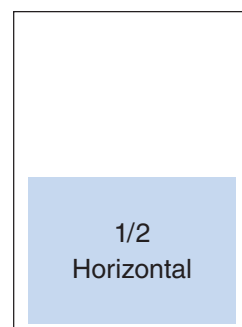
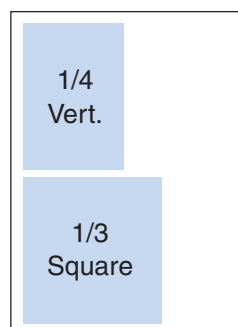
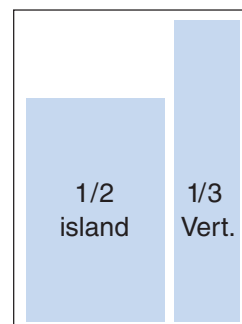
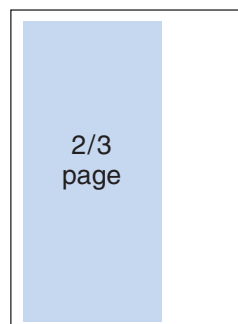


Print Publication Digital Specs

Mechanical Requirements

Ad Size	Width (inches)	Height (inches)
2-page Spread (trim)	15 ½	10 ½
2-page Spread (bleed)	16	10 ¾
Full Page (Trim)	7 ¾	10 ½
Full Page (Bleed)	8	10 ¾
2/3 Page	4 ½	9 ¾
1/2 Page Horizontal	6 ¾	4 ¾
1/2 Page Spread (Bleed)	16	5 ¼
1/2 Page Island	4 ½	7 ¾
1/3 Page Vertical	2 ½	9 ¾
1/3-Page Square	4 ½	4 ¾
1/4 Page Vertical	3 ¼	4 ¾
1/6 Page Vertical	2 ⅛	4 ¾



Printing: Web Offset

Binding: Saddle Stitched

Trim Size: 7 ¾" x 10 ½"

Bleed Size: 8" x 10 ¾"

Live Matter: ⅜" from all trim edges and gutter

Material Specifications

Digital Data is required for all ad submissions. Preferred format is PDF/X-1a. Acceptable format is PDF. Any ads supplied in non-preferred or non-acceptable formats, such as native application files, will be charged a \$150 processing fee. We cannot guarantee the accuracy of reproduction from any ads supplied in non-preferred or non-acceptable formats, and will not issue any make goods. All supplied film will be copy dot scanned and will incur a \$50 scanning fee.

For detailed instructions, contact the production manager:

Lindsey Charlton

Telephone: 218-279-8841

e-mail: lcharlton@questex.com

or download digital ad specifications from Sensors website at www.sensorsmag.com.

A SWOP-certified color proof MUST be forwarded with the digital ad file. If we do not receive a SWOP certified proof, we cannot guarantee the accuracy of the reproduction and will not issue any make goods.

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