

Advertising Specifications

Mechanical Requirements*

Ad Size in Inches

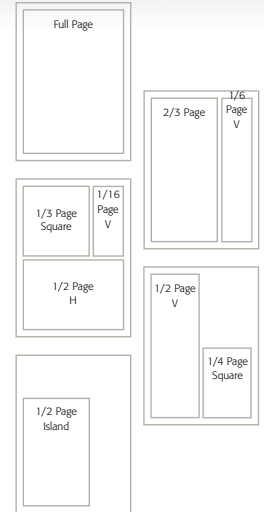
Non-Bleed Sizes	Width	Depth
FULL PAGE	7" X	10"
2/3 PAGE	4-5/8" X	10"
1/2 PAGE, HORIZONTAL	7" X	4-7/8"
1/2 PAGE, VERTICAL	3-3/8" X	10"
1/2 PAGE, ISLAND	4-5/8" X	7-1/2"
1/3 PAGE, VERTICAL	2-1/8" X	10"
1/3 PAGE, SQUARE	4-5/8" X	4-7/8"
1/4 PAGE, SQUARE	3-3/8" X	4-7/8"
1/6 PAGE, VERTICAL	2-1/8" X	4-7/8"
BLEED SIZE	8" X	11"
TRIM SIZE	7-7/8" X	10-3/4"

Keep all live matter 3/8" inside trim.

Ad Size in Millimeters

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
BLEED SIZE	203mm X	279mm
TRIM SIZE	200mm X	273mm

Keep all live matter 10mm inside trim.



*Mechanical requirement apply to both print and digital versions.

Multi-media opportunities – such as video – are available for digital edition ads. Please contact your sales representative for pricing.

Electronic Files

Supply a high-quality digital proof. We cannot accept files without proofs. Do not compress files. Send files on Zip disk or CD.

Electrification 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)

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.

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