

Print Specifications

Full Page (See diagram on right)

TRIM: 8.375" x 10.875"

BLEED: 8.875" x 11.375"

Extend artwork .25" past trim on all 4 sides.

LIVE AREA: 7.875" x 10.375"

Keep all pertinent text & imagery within this space. 1/4" inside the trim line

Double Page Spread

TRIM: 16.75" x 10.875"

BLEED: 17.25" x 11.375"

Extend artwork .25" past trim on all 4 sides.

LIVE AREA: 16.25" x 10.375"

GUTTER: 1" center, no text

Half Page

SIZE: 7.875" x 5"

Contain within .5 border if needed

No Bleed

1/6 Page (Gift Guide)

SIZE:

Horizontal: 5" x 2.5"

Vertical: 2.5" x 5"

Floating ads – no bleed

File Requirements

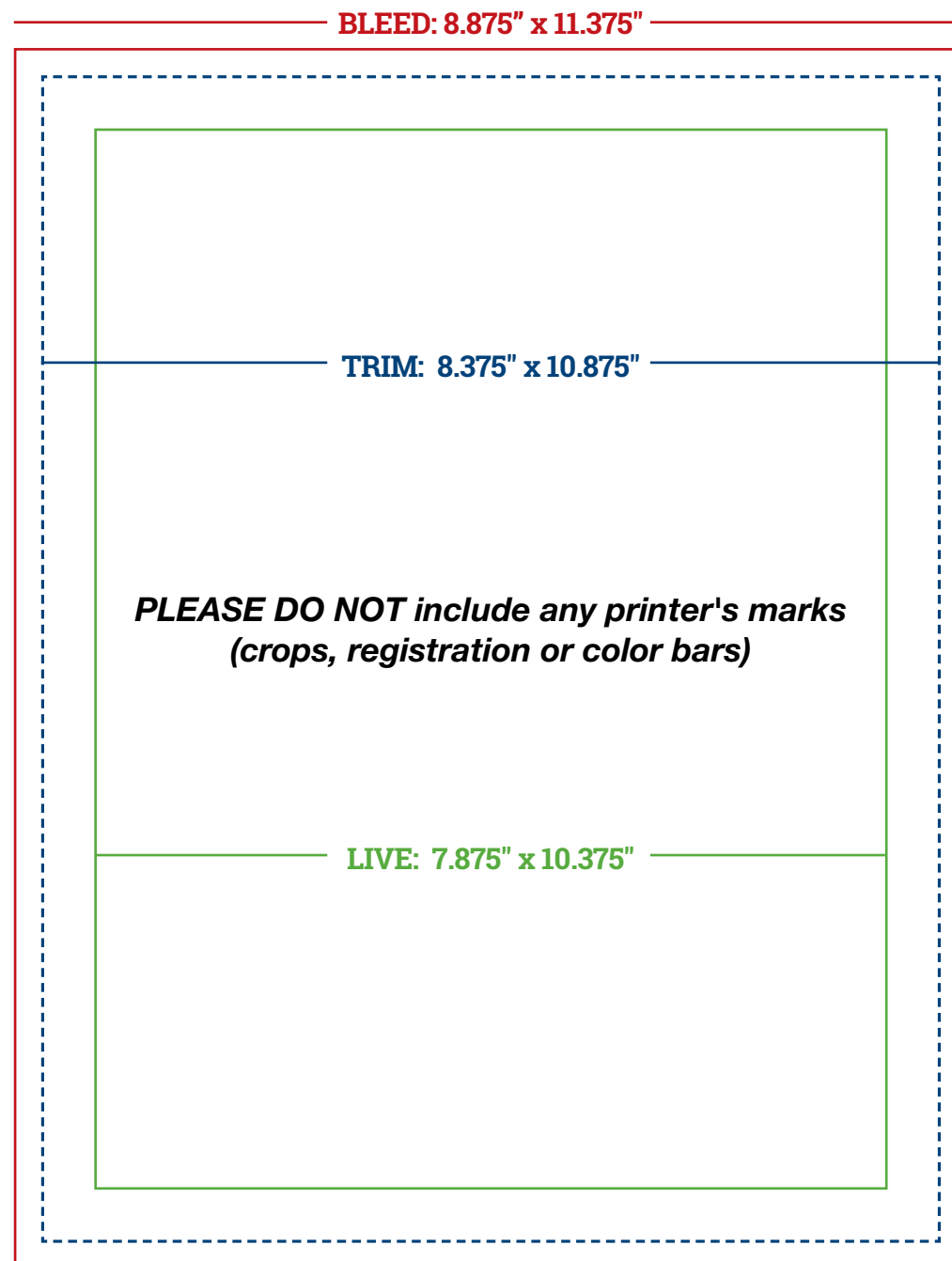
Preferred File Format:

- Press Ready High Resolution PDF
- Resolution: 300 DPI
- Color Format: CMYK only
- Quality: Maximum
- Compress text & line art
- **DO NOT** include any printer's marks (crops, registration or color bars)

Other File Formats Accepted:

High Resolution, unlayered TIFF

Resolution: 300 dpi **Color:** CMYK, process



PRINT & DIGITAL SPECS

Space reservation is limited and is awarded on a first-come basis. *Innovation & Tech Today* has an editorial to advertising ratio of no less than 60/40.

File Submission

For files under 10MB, please email advertisement to:
production@goipw.com

FTP Server:

Hostname: innotechtoday.exavault.com

User: innotechtodayads

Pass: G0lpw12345

Files are also accepted through Drop Box, Google Drive or other digital file delivery methods.

Closing Dates

Spring 2018:

1/31/18

Summer 2018:

5/11/18

Fall 2018:

8/1/18

Winter 2018:

10/31/18

Digital Specifications

Banner 728 x 90



728 x 90 Banner | GIF, JPG, PNG | Max file size: 200 kb

Rectangle 300 x 250



300 x 250 Rectangle | GIF, JPG, PNG | Max file size: 200 kb

File Requirements

RESOLUTION: 72dpi // Color: RGB // Format: GIF, JPG, PNG

Remember be sure to include in your email the proper URL the advertisement should direct to.