

Extension Media — Chip Design Magazine

Advertising Specs

Note: In order to provide the best possible service and quality for your marketing programs, we now only accept the ISO standard PDF/X-1a format for display advertising. If you have any questions about how to prepare your ads using this format, please contact our friendly production staff at production@extensionmedia.com or 415-255-0390 x13.

— DISPLAY ADVERTISING —

SIZE	LIVE AREA	TRIM	BLEED
2-Page Spread	16.5" x 10.625"	16.75" x 10.875"	17" x 11.125"
1-Page	8.125" x 10.625"	8.375" x 10.875"	8.625" x 11.125"
2/3 Page**	5.125" x 10.625"	5.25" x 10.875"	5.375" x 11.125"
1/2 Vertical	3.5" x 9.875"	N/A	N/A
1/2 Horizontal (bleed optional)	7.375" x 4.75"	8.375" x 5.1667"	8.625" x 5.2917"
1/4	3.5" x 4.667"	N/A	N/A
1/3 Page**	2.3697" x 10.625"	2.5" x 10.875"	2.625" x 11.125"

Live Area (safety): No text should extend beyond this border. **Trim:** Final dimensions of the printed publication. **Bleed:** All assets should extend to bleed dimensions to ensure there is not a white border around your ad. PDF/X-1a files only. No film accepted.

2/3 and 1/3 page ads have a horizontal bleed on **one side only. Please specify left- or right-hand page when submitting your ad(s).

— ADVERTORIALS —

SIZE	TEXT	PHOTO (max size)	LOGO (max size)
2-Page Advertorial	1200-1400 words	no max size	no max size
1-Page Advertorial	600-700 words	no max size	no max size

Text for advertorials should be submitted in **MS Word** format or **plain text**. See below for acceptable file formats for logos and product photos. You may include product photos/diagram as your space allows. "No max size" means that we will fit submitted graphics to fit as space allows.

— ACCEPTABLE DIGITAL FILE FORMATS —

TYPE	FILE TYPES	VERSIONS	EXTENSIONS
Display Advertising	PDF	X-1a	.pdf
Text (for advertorials)	MS Word or equiv.	2000+	.doc, .txt
Product Photos	Photoshop or Illustrator compatible	Photoshop 5.5+, Illustrator 8.0+	.psd, .tiff, .eps, .ai
Logos	Photoshop or Illustrator compatible	Photoshop 5.5+, Illustrator 8.0+	.psd, .tiff, .eps, .ai

— FONTS, COLORS, RESOLUTION, AND MISC —

- Use CMYK swatches only. Spot (PMS) colors must be removed or converted to CMYK.
- RGB files will be converted to CMYK and this may cause perceived color shifts.
- Resolution: 300 dpi for color and grayscale images.
- Resolution: 800-1200 dpi for line-art (e.g. graphs and charts).
- Allow 1/4" minimum safety on each side of gutter in display ad spreads.
- Fonts: For vector images, convert all fonts to outlines. For PSD files, flatten text layers.

— ONLINE BANNERS —

TYPE	SIZE	FILE TYPE	MAX FILE SIZE
Large Banner	468 x 60 pixels	jpg, gif	10k
Button Banner	125 x 125 pixels	jpg, gif	6k

DISPLAY AD CHECKLIST

- ✓ **PDF/X-1a:** Display ad is in PDF/X-1a format only.
- ✓ **Colors:** CMYK only (spot swatches are removed or converted).
- ✓ **Bleed:** Display ad includes .125" symmetric bleed if needed.
- ✓ **Info:** The following information is included in a text file: Issue of *Chip Design*, company or client name, contact phone number and email.

HOW TO SUBMIT DISPLAY ADS

Upload via FTP to:

site: [ftp.extensionmedia.com](ftp://ftp.extensionmedia.com)
 user: print@extensionmedia.com
 pass: print123

Open the "Chip_Design_Magazine" folder. Place your ad in a folder with the name of your company or client. In a text file indicate your company name, the issue date in which the ad should be placed, and a contact name and number. Notify production@extensionmedia.com that your material has uploaded.

Send Via Email (< 8MB)

Files less than 8MB in size can be emailed directly to:
production@extensionmedia.com

Mail DVD or CD-ROM to:

Please contact Elizabeth Lass at production@extensionmedia.com for mailing options.

OTHER MATERIALS

Please email materials as one zipped or stuffed attachment to production@extensionmedia.com. If file is >8MB, please follow FTP info above.

STORAGE POLICIES

Digital ads, logos, product photos and diagrams will be stored for 13 months unless other arrangements are requested.

PRODUCTION CONTACT

Elizabeth Lass
 Print Production Coordinator
 415-255-0390 x13
production@extensionmedia.com