

Production specifications

Electronic ad specifications

File formats accepted:

- GIF
- Animated GIF
- JPG
- PNG

Please include your URL.

InTech online

Ad dimensions:

Ad position (All ads are full color)	Size in pixels
Top Leaderboard	728 x 90
Bottom Leaderboard	728 x 90
Large Rectangle (First or Second Position)	300 x 250
Small Banner (Top or Bottom)	200 x 90
Square Banner	125 x 125

Color: All ads are full color (RGB).

What to submit:

- Electronic file of your ad in one of the file formats listed above
- Your URL

Automation Weekly and Automation.com Portal Topic e-Newsletters

What to submit (we create your ad):

Premier 1

- 125 x 125 pixel image in one of the file formats listed above, file size 40K or less
- 50-character headline
- Up to 250 characters text and URL*

Premier 2

- 125 x 125 pixel image in one of the file formats listed above, file size 40K or less
- 50-character headline
- Up to 250 characters text and URL*

Left positions 1 and 2

- 125 x 125 pixel image in one of the file formats listed above, file size 40K or less
- 50-character headline
- Up to 200 characters text and URL*

Product sponsorship upper and lower

- 70 x 70 pixel image in one of the file formats listed above, file size 40K or less
- 50-character headline
- Up to 150 characters text and URL*

* Note: All character counts include spaces.

Production specifications

InTech Print ad specifications

All advertising copy is subject to approval. Advertising that simulates editorial is not accepted. Cancellations must be received in writing prior to the space reservation deadline.

Ad dimensions:

Ad size	Width	Depth
1 page no bleed*	7"	10"
2/3 page	4.625"	10"
1/2 page island	4.625"	7"
1/2 page vertical	3.3125"	10"
1/2 page horizontal	7"	4.875"
1/3 page vertical	2.1875"	10"
1/3 page square	4.625"	4.875"
1/4 page	3.3125"	4.875"
1/6 page	2.1875"	4.875"

*For bleed ads, please see bleed information below.

Publication trim size: 8.125" (w) x 10.875" (d)

Bleed ads: Please set up file to include at least .125" image beyond trim size on all sides.

Publication bleed size:

- Single-page bleed: 8.375" (w) x 11.125" (d)
- Spread bleed: 16.5" (w) x 11.125" (d)

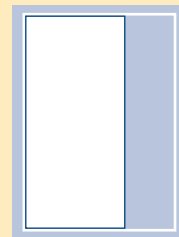
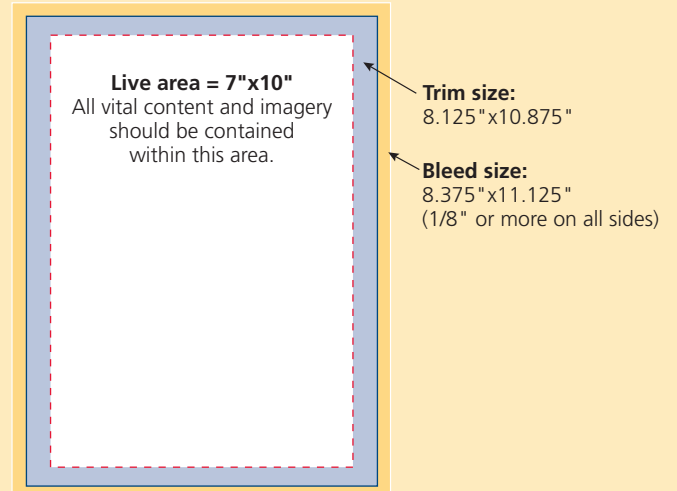
Live matter: Vital advertising information/imagery must be kept at least .5" away from trim edge and gutter.

Column size: Page format based on 2- and 3-column width

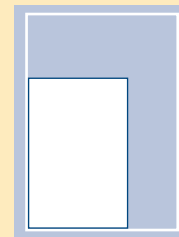
- 1-column width = 2.2"
- 2-column width = 4.6"
- 3-column width = 7"
- column depth = 10"

Printing: Web offset **Binding:** Saddle-stitched

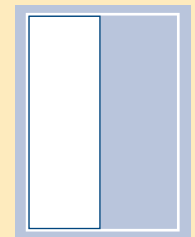
For digital issues—URLs in ads: If you want to link your URL to a web page, do not rasterize or convert to outlines the type that contains the URL.



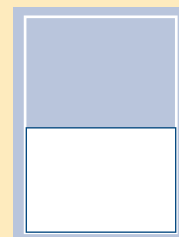
2/3 page vertical
4.625" x 10"



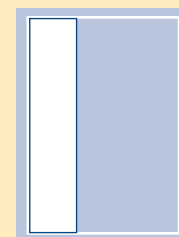
1/2 page island
4.625" x 7"



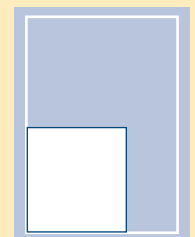
1/2 page vertical
3.3125" x 10"



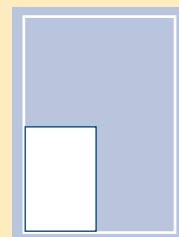
1/2 page horizontal
7" x 4.875"



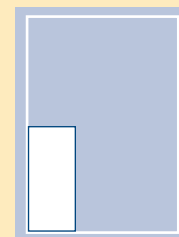
1/3 page vertical
2.1875" x 10"



1/3 page square
4.625" x 4.875"



1/4 page
3.3125" x 4.875"



1/6 page
2.1875" x 4.875"

Production specifications

Electronic file requirements for print ads

Preferred format: PDF

Please create Press Quality PDF, making sure to:

- Embed all fonts
- Flatten all transparencies
- Include all printers' marks
- Include appropriate bleed
- Offset trim marks by at least .125"
- Convert all art to CMYK

Other accepted formats: High-resolution (300 pixels-per-inch) TIFF or JPG or an Adobe® Illustrator® EPS file with the fonts converted to outlines. Art should be submitted at 100% actual size and include trim marks.

Ads submitted in any other format or not conforming to the above specifications will incur production charges.

Proofs: To ensure accuracy on color ads, we strongly recommend that you submit a color hard-copy proof (SWOP preferred) of your ad. The proof should be printed at 100% actual size and show bleed and trim marks if applicable. *InTech* is not responsible for color accuracy if advertiser does not provide a color-accurate proof (e.g., color laser prints are not color-accurate proofs).

Ad design and layout services: Type composition, photos, and drawings, as well as other production services, can be provided and will be billed at cost to advertiser. Production charges are non-commissionable.

How to submit files

FTP: *InTech* prefers to receive all ad files via the ISA FTP site. For details and instructions, please contact *InTech* production at +1 919-990-9308 or email: production@isa.org.

Shipping

Ship all correspondence and insertion orders to:

***InTech* Production**

P.O. Box 12277
67 T.W. Alexander Drive, Research Triangle Park, NC 27709 USA
Phone: +1 919-990-9308
Fax: +1 919-990-9288
Email: production@isa.org

**Increase your company's
visibility with *InTech*
reprints. Contact us today!**

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