

# MECHANICAL SPECIFICATIONS

**Magazine Trim Size:** 8.125" x 10.875" (inches)

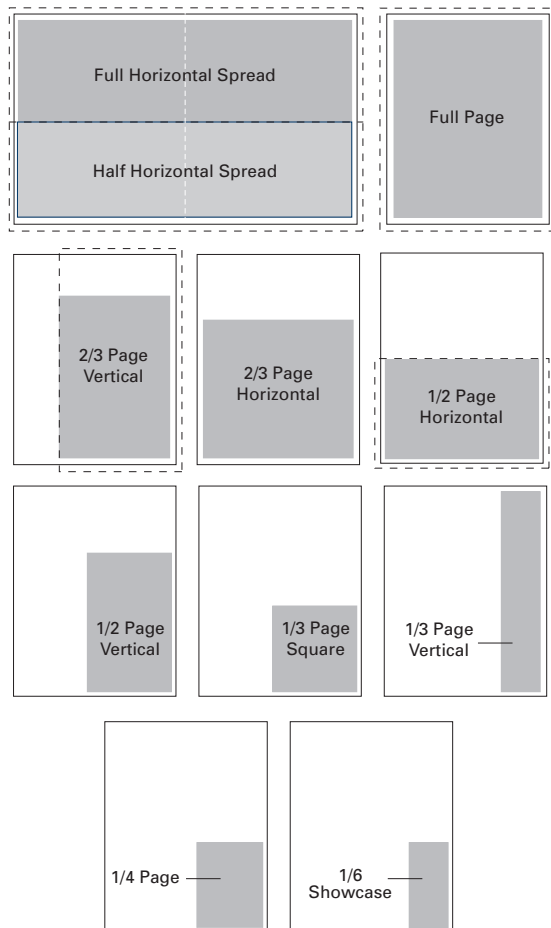
**Magazine Bleed Size:** 8.625" x 11.375" (inches)

**For BLEED AD design please create a .25" bleed on all sides of the page.**

**Live Area:** Keep all important text and images at least 0.50" (inches) away from the trim on all sides.

**Rich Black:** C=60, M=30, Y=30, K=100.

Solid Gray Represents Approximate Ad Size  
Dotted Line Represents Bleed Units



## FTP UPLOADING:

Ads under 20MB stuffed (.zip file size), can be sent via FTP to our customer site. Please make sure files are 300 dpi or higher. Please stuff all files into one .zip document. Please name all stuffed files with advertiser name. Copy and paste files into the "Industrial Print" folder. Please note, the username and password are both case sensitive.

FTP Address: ftp://rcppubs.com

Username: f230730.rockport;

Password: RCP-publications (all case sensitive)

**Industrial Print magazine is not responsible for improperly prepared ads, however, every ad is preflighted before being placed and every effort is made to make sure ads run correctly. The advertiser will be notified of incorrectly prepared ads.**

NON BLEED UNITS IN INCHES	WIDTH	HEIGHT
Spread (2 pages)	15.250	9.875
1/2 Page Horizontal Spread	15.250	4.875
Full Page	7.125	9.875
2/3 Page Horizontal	7.125	5.750
2/3 Page Vertical	4.690	8.600
1/2 Page Vertical	4.690	7.500
1/2 Page Horizontal	7.125	4.875
1/3 Page Vertical	2.250	8.600
1/3 Page Square	4.700	4.700
1/4 Page	3.600	4.300
Showcase (1/6 Page)	2.125	4.250
Classified	2.125	1, 2, 3
Target Charts Full Ad	2.24	4.19
Target Charts Half Ad	2.24	2.69
Product Center	3.50	2.30
1/2 Page Buyers Guide Ad (Horizontal Only)	7.125	4.87
1/4 Page Buyers Guide Ad (Vertical Only)	3.60	4.30

BLEED UNITS IN INCHES	WIDTH	HEIGHT
Spread (2 Pages)	16.750	11.375
Full Page	8.625	11.375
2/3 Page Vertical**	5.400	11.375
1/2 Page Horizontal ***	8.625	5.657
1/2 Page Horizontal Spread***	16.750	5.657

\*ALL units have a .25" bleed incorporated in the measurement  
\*\*Units shown include an added .25" bleed to ONE side, top and bottom  
\*\*\* Units include an added .25" bleed to TWO sides and bottom

## WEB SPECIFICATION: JPEG or GIF Format at 72 dpi

**Super Leaderboard**..... 970x90 pixels, Max 40K  
**Wide Skyscraper** ..... 160x600 pixels, Max 40K  
**Banner** ..... 468x60 pixels, Max 15K  
**Big Box Unit**..... 300x250 pixels, Max 30K  
**Button**..... 120x60 or 120x100 pixels, Max 4K  
**Buyers Guide Logo** ..... 125x125 pixels, Max 4K

Note: Max. runtime for Flash or video is 15 seconds.

## SITE CHANNEL SPECIFICATIONS

**Company Logo for Navigation Bar**..... 180x35 pixels  
**Big Box Unit**..... 300x250 pixels

## DIGITAL EDITION SPONSORSHIP SPECIFICATIONS

**Company Logo** ..... Max height .75" and Max width 1.75" at 300 dpi  
**Newsletter Banner**..... 468x60 pixels, Max 15K

## WEBINAR SPONSORSHIP SPECIFICATIONS

**Company Logo** ..... Max height 75 pixels; transparent PNG or GIF

