## PRINT ADVERTISING SPECIFICATIONS



CHIEF ENGINEER


Full Page Bleed 9" x 11.5"
Trim 8.5' x 11"
Live Area 7.25" x 10"


1/2 Vertical 3.6" x 9.8"


1/2 Horizontal 4.9" x $7.2^{\prime \prime}$


Quarter Page
3.6" x 4.9'


Eigth Page
3.6" x 2.45 "

## PREFERRED FILE FORMAT: PDF/X-1A

Alternative File Formats Accepted: Native Application Files (MAC ONLY) Adobe InDesign CS6 (Illustrator, Photoshop CS6) or Quark Express 8.1
PC USERS MUST PROVIDE HI RES PDF/X-1 or a PRESS READY PDF. WE DO NOT SUPPORT NATIVE PC APPLICATIONS FILES.

## PLEASE NOTE:

PDF files should contain only 4-color process images (CMYK) Chief Engineer magazine is not responsible for PDF files prepared incorrectly.

## PRODUCTION NOTES:

Color proofs are not required.
Please convert all RGB images and spot colors to CMYK.
Ads created in an unacceptable format cannot be accepted and will need to be resubmitted or recreated.
All ads submitted should be suitable to print as is.
Chief Engineer magazine cannot be responsible for any errors in content.

If you have any questions about the digital requirements or if you are having difficulty conforming your ad to our specifications, contact Mariah Beavers at 1-(708)-293-1720, or ads@chiefengineer.com.


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