# ADVERTISING SIZES

## PUBLICATIONS SPECIFICATIONS & GUIDELINES FOR:

### WE&T and WEFTEC

| | | Inches | | Millimeters | |
|---|---|---|---|---|---|
| | | **Width** | **Height** | **Width** | **Height** |
| **Full Page** | bleed size | 8.25 | 11.125 | 210 | 283 |
| | trim size | 8 | 10.875 | 203 | 276 |
| | live area | 7 | 10 | 178 | 254 |
| **2/3 Page** | | 4.5 | 10 | 114 | 254 |
| **1/2 Page** | island | 4.5 | 7.5 | 114 | 191 |
| | horizontal | 7 | 4.875 | 178 | 124 |
| | vertical | 3.375 | 10 | 86 | 254 |
| **1/3 Page** | vertical | 2.125 | 10 | 54 | 254 |
| | square | 4.5 | 4.875 | 114 | 124 |
| **1/4 Page** | | 3.375 | 4.875 | 86 | 124 |

Shaded sizes above are unavailable options for the WEFTEC Conference Announcement.

**All ads must be submitted in CMYK. RGB ads or artwork will not be accepted. All graphics must be 300 dpi at 100% or vector based.**

- DO NOT use system or composite fonts.
- Please DO NOT include any information beyond the ad's border, including crop and registration marks, unless the ad is a full page with bleed.
- For bleed ads, crop marks must be outside the bleed area.
- The submitted file's dimensions must equal that of the purchased ad space.
- Please do not submit partial ads centered in a full-page document.
- Unacceptable files: Corel Draw; Microsoft Publisher; Microsoft Word; PowerPoint.
- Acceptable File Formats
  — PDF (preferred)
  — Press-optimized PDF/X-1a. Industry standard fonts must be embedded (no subset).
  — TIF/JPG (not recommended)
  — 300 dpi, CMYK. Dimensions must be purchased ad size.

**E-MAIL**
- Naming protocol: All e-mails must include the publication name, issue, and advertiser name in the subject line.
- E-mail compressed files no larger than 50 MB to admaterials@wef.org.
- SITX files are not accepted.

**ONLINE UPLOAD**
If your file is too large to email, contact Kristen Martin at kmartin@wef.org to request a link to WEF's Online Upload System.

**INSERTS**
Contact publisher for rates and specifications for preprinted inserts. Send sample to publisher for approval. Production and handling charges related to preprinted inserts are in addition to space rates, and are noncommissionable.