

## SUBMIT PRINT ADVERTISING

### AD SHUTTLE

All ads must be high resolution, press-ready PDF files submitted to the Endeavor Business Media Ad Shuttle, at [AdShuttle.com/EndeavorBusinessMedia](http://AdShuttle.com/EndeavorBusinessMedia).

Information about creating press-ready PDF files is available on Ad Shuttle. A PDF preset for InDesign can be downloaded at no charge. We highly recommend using the preset for saving press-ready PDF files.

If sending material for an ad to be created by EBM, the advertiser must provide all text, photos and other graphics necessary for the construction of the ad. EBM does not possess a library of photos to be used in ad creation. Note, additional charges may apply for ad creation.

## ADVERTISING TRAFFIC MANAGER

If you have any questions about acceptable file formats, please contact our advertising traffic manager or your sales representative.

**Flow Control, Processing, Water Technology**  
 Amanda Porter  
[aporter@endeavorbusinessmedia.com](mailto:aporter@endeavorbusinessmedia.com)



## PRINT ADVERTISING SPECS

### 7.875 X 10.875 TRIM SIZE

Ad Size	Width	Height	Width	Height	Width	Height
	(Live)		(Trim)*		(Bleed)	
2 Page Spread	14.75	9.875	15.75	10.875	16	11.125
Full Page	6.875	9.875	7.875	10.875	8.125	11.125
2/3 Vertical	4.5	9.875	-	-	-	-
1/2 Horizontal Spread	14.75	4.8125	15.75	5.3125	16	5.5625
1/2 Horizontal	6.875	4.8125	<p>*All ads at trim size require a .125" bleed on all four sides. All dimensions are in inches. <b>AD SIZES LISTED MAY NOT BE COMPATIBLE WITH ALL PUBLICATIONS.</b></p>			
1/2 Vertical	3.3125	9.875				
1/2 Island	4.5	7.3125				
1/3 Vertical	2.125	9.875				
1/3 Square	4.5	4.8125				
1/4 Vertical	3.3125	4.8125				
Classified	2.125	3.125	Classified ad only available in Water Technology.			

## SIZE

Your sales representative should supply you with your ad size.

## COLOR

All ads should be supplied in either CMYK (Cyan, Magenta, Yellow & Black) or Grayscale (Black & White) color mode. RGB and PMS spot colors should not be used. Any elements not set as CMYK or Grayscale will be automatically converted to the appropriate color mode in our ad processing system. This may cause a change in the appearance of the images.

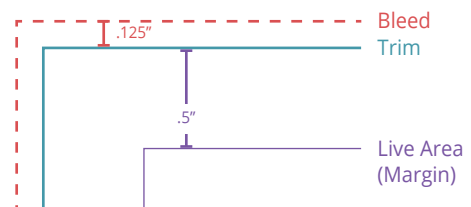
## ARTWORK RESOLUTION

Recommended resolution is 300 dpi at final crop dimensions for images. Images taken from websites often use a much lower resolution (72 dpi) and do not print clearly. Numerically enhancing resolution in Adobe Photoshop® or other software will not improve the clarity of the images.

## FILE TYPE

A high-resolution, print-ready PDF is required. Production charges may be applied to process other file types received. Production charges are outlined on the Terms & Conditions page.

## Upper left-hand corner of page



### Bleed - .125" outside of trim.

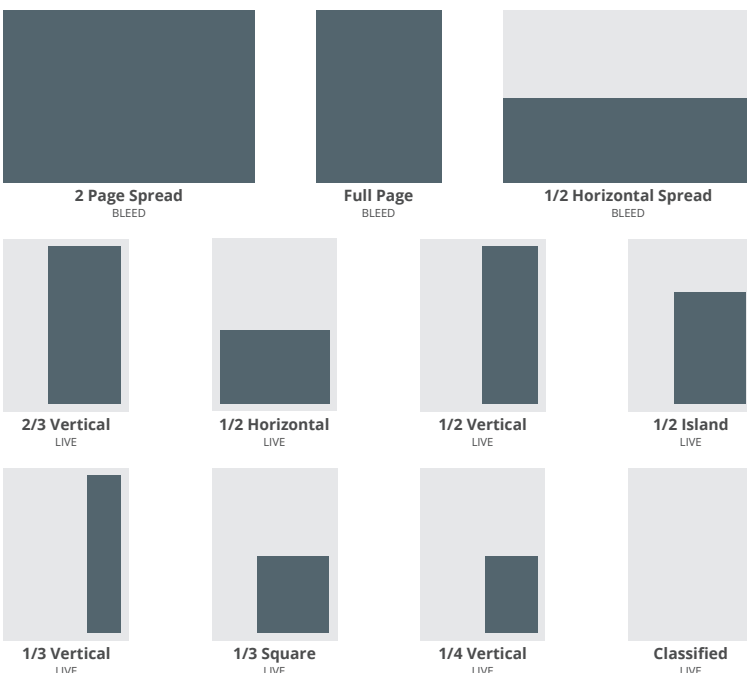
Bleed is the printable area outside the trim line that will be cut away during the printing process to ensure a background color or graphic will run off the edge with no visible margin on the outside edge.

### Trim - Document edge.

Trim is the size of the completed document from edge to edge. The trim size is the same as the document size in Adobe InDesign®. All ads that go to the trim edge should include a .125" bleed on all four sides.

### Live Area (margin) - .5" from trim.

Non-bleed ads are positioned on the margin line, .5" from the trim. All critical graphics and text should be positioned inside the margin lines.



Ad Size	Width	Height	Width	Height	Width	Height
	(Live)		(Trim)*		(Bleed)	
Tab Full Page	9.75	12.75	10.75	13.75	11	14
Tab 1/2 Horizontal	9.75	6.575	*All ads at trim size require a .125" bleed on all four sides. All dimensions are in inches. <b>AD SIZES LISTED MAY NOT BE COMPATIBLE WITH ALL PUBLICATIONS.</b>			
Tab 1/3 Horizontal	9.75	4.475				
Tab 1/2 Vertical	4.75	12.75				
Tab 1/3 Vertical	3.08	12.75				
Std Full	6.4375	9.25				
Std 1/2 Island	4.75	7.5				
Std 1/2 Horizontal	6.4375	4.5				
Std 1/4 Vertical	3.08	4.5				
Classified	3.0625	3.9375				

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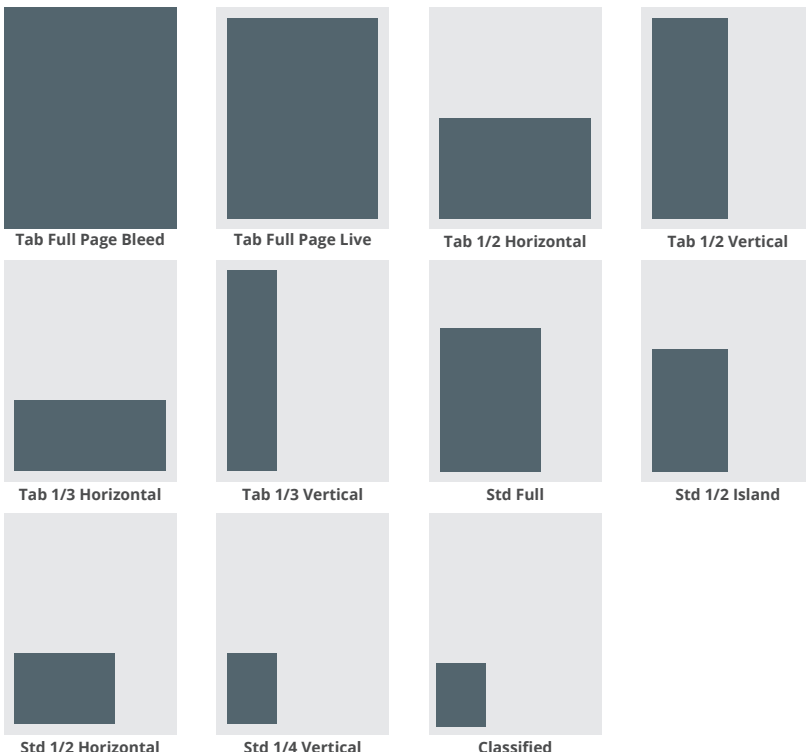
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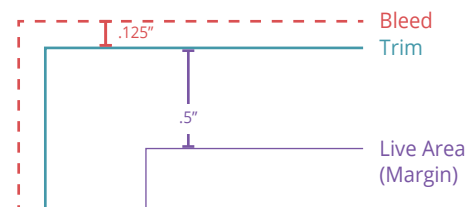
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