



Sea Technology magazine Display Ad Specs

Effective with the Jan. 2018 issue

1600 Wilson Blvd., Suite 1010, Arlington, VA 22209

Phone: (703) 524-3136 • Fax: (703) 841-0852 • E-mail: seatechads@sea-technology.com

Company name: _____ Advertiser (if different): _____

Contact person: _____ E-mail: _____

Phone: _____ Fax: _____

Insertion month: _____

DIGITAL GRAPHICS REQUIREMENTS

Attach this form and laser prints of each file (the laser print must be at 100%, with crop and registration marks. Indicate color breaks and include any special instructions)

NOTE: a **PROFESSIONAL COLOR PROOF (chromaline)** is required when a color ad is submitted. We can not be held responsible for color reproduction if a color ad is not accompanied by an appropriate hard copy color proof. When a color proof is not provided, a **\$50 PRODUCTION CHARGE will automatically be assessed to cover the cost of having a color proof made by our printer. Laser color proofs are not acceptable.**

A copy of all screen and printer fonts. (Macintosh fonts only!)

Resolution of the illustration must be at least **300 dpi. We prefer PDF files, although we will accept TIFF, EPS, or JPG files.** All ad files should be flattened.

PLATFORM AND SOFTWARE

Compass Publications can accept either Macintosh or PC-based files, provided they are created in one of the programs listed below.

Please indicate platform: Macintosh PC

CHECK THE PROGRAMS APPLICABLE TO YOUR FILE

Word Adobe InDesign QuarkXPress 9.3

Adobe Illustrator CS5

Adobe Photoshop CS5 (If you are submitting a Photoshop file that contains a JPEG image, please be sure that under Encoding you choose the Binary option. This must be done because we operate on a Mac, not a PC, platform.)

WE DO NOT ACCEPT FILES PREPARED IN CORELDRAW.

WAYS TO SUBMIT YOUR AD

- Via wetransfer.com
- Via FTP (Please contact us for instructions regarding uploading your file to our FTP site)
- Via e-mail (All Internet files MUST be compressed)

PLEASE UPLOAD YOUR FILES TO OUR FTP SITE SITE-CALL OR E-MAIL US FOR INSTRUCTIONS

DOCUMENT

File Name	Program & Version	No. of Graphics
_____	_____	_____
_____	_____	_____
_____	_____	_____

FONTS

TrueType Fonts cannot be accepted. If we don't have the font you've used, we will substitute another font. Line endings and/or line lengths may vary from provided laser prints. (Macintosh fonts only!)

ARTWORK

Please send all placed or linked artwork, and list each of the file names below. Also denote the file format; i.e., PDF, TIFF, EPS or JPG. Important: if you are using EPS files created in QuarkXpress or Freehand 3.2 or earlier, please send the original file as well as the EPS file. All scan sizes and color comments should be clearly indicated when submitting art for scanning. **If your file is composed of multiple layers, please flatten them so that the total number of layers does not exceed 5.**

File Name	Type (PDF, etc.)	Used as FPO?	No. of graphics
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

NOTE: Please include a border on fractional ads so that your ad does not "blend in" with adjacent editorial matter.

PLEASE DO NOT INCLUDE CROP MARKS ON YOUR FILE!!

WHEN ALL ELSE FAILS, SEND NEGATIVES OR ORIGINAL ART (Production charges will be assessed!!)

MECHANICAL REQUIREMENTS

Page Unit	inches wide	inches deep	mm wide	mm deep
1 page (non bleed)	6-5/8"	9-5/8"	168	245
2/3 page	4-5/16"	9-5/8"	110	245
1/2 page (island)*	4-5/16"	7-5/16"	110	186
1/2 page (horizontal)	6-5/8"	4-11/16"	168	119
1/2 page (vertical)	3-3/16"	9-5/8"	81	245
1/3 page (square)	4-5/16"	4-11/16"	110	119
1/3 page (horiz.)	6-5/8"	3"	168	76
1/3 page (vert.)	2"	9-5/8"	51	245
1/4 page (vert.)*	3-3/16"	4-11/16"	81	119
1/4 page (horiz.)	6-5/8"	2-1/4"	168	57
1/6 page (vert.)	2"	4-11/16"	51	119

*portrait format

Bleed Sizes:

Single page	7-7/8"	10-7/8"	200	276
*Spread, one file including 1/4"(6mm) gutter allowance	15-3/4"	10-7/8"	400	276
1/2 Horiz. spread	7-7/8"	4-11/16"	200	119
2/3 page	4-15/16"	10-7/8"	125	276
Spread, gutter edge only	6-7/8"	9-5/8"	175	245
Trim size	7-5/8"	10-5/8"	194	270
Image area	6-5/8"	9-5/8"	168	245

*No gutter allowance needed for center spreads

All text ("essential copy") must be within the image area.]

Printing: Offset. Dot gain is 25%.

Binding: Saddle stitch.