



# Sea Technology magazine Display Ad Specs

**Effective with the Jan. 2018 issue**

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Company name: \_\_\_\_\_ Advertiser (if different): \_\_\_\_\_

Contact person: \_\_\_\_\_ E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Insertion month: \_\_\_\_\_

## DIGITAL GRAPHICS REQUIREMENTS

◆ 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.**

◆ 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 generated in a variety of programs. We prefer ads created with Adobe products but can work with others.

**If we have an issue with a file, for whatever reason, our production manager will contact the file sender and/or originator in order to find a solution.**

## HOW TO SUBMIT YOUR AD

• Via [wetransfer.com](http://wetransfer.com) to [seatechads@sea-technology.com](mailto:seatechads@sea-technology.com)

## DOCUMENT

File Name: \_\_\_\_\_

Program & Version: \_\_\_\_\_

No. of Graphics: \_\_\_\_\_

File Name: \_\_\_\_\_

Program & Version: \_\_\_\_\_

No. of Graphics: \_\_\_\_\_

File Name: \_\_\_\_\_

Program & Version: \_\_\_\_\_

No. of Graphics: \_\_\_\_\_

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

**PLEASE DO NOT INCLUDE CROP MARKS ON YOUR FILE!!**

**WHEN ALL ELSE FAILS, SEND 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	7-3/4"	10-13/16"	197	275
Spread	15-1/2"	10-13/16"	394	275
1/2 horiz. spread	7-3/4"	4-11/16"	197	119
2/3 page	4-15/16"	10-13/16"	125	275
Spread, gutter edge only	7"	9-5/8"	177	245
Trim size	7-5/8"	10-5/8"	194	270
Image area	6-5/8"	9-5/8"	168	245

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

**Printing:** Offset. Dot gain is 25%.

**Binding:** Saddle stitch.

## HEADER BANNERS (STATIC BANNERS ONLY):

728 x 90 pixels (horizontal format)  
72 dpi resolution  
RGB color mode  
jpg, gif (non-animated) or png file format

## SKYSCRAPER BANNERS:

160 x 250 pixels (vertical format)  
72 dpi resolution  
RGB color mode  
Jpg, gif or png file format  
Animated gif files accepted

## SEA TECH e-NEWS BANNERS

Same specs as for skyscrapers, but...  
Animated files should be less than 200 KB  
Images should be less than 50 KB

**We cannot accept flash, javascript or embedded multimedia files (mov, flv, wmv, or mpeg)**

**All banner ads should include the appropriate URL for linking purposes. A \$50 production charge will be assessed for any banner that is created by our production department. Banner rates are non-commissionable.**