



# 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). Please note that no matter which type of banner you are producing, our backgrounds are white, so plan your banner accordingly (with a border or using color as a self-border).**

**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.**