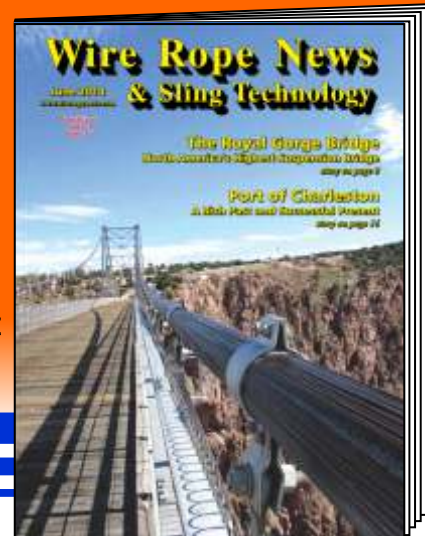


Wire Rope News & Sling Technology

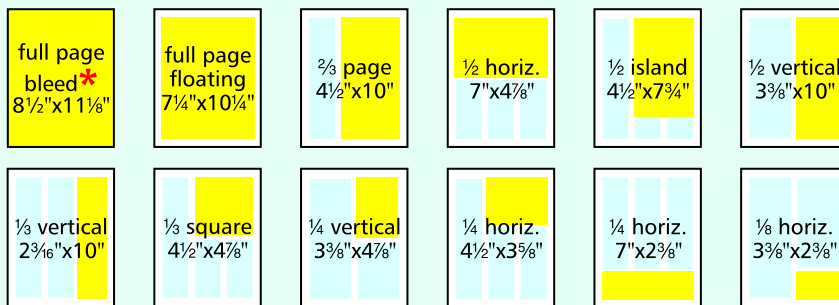
SPECIFICATION CHART

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Magazine Trim Size	8 1/4" x 10 7/8"
Full page (with bleed)	8 1/2" x 11 1/8"
Full page (no bleed)	7 1/4" x 10 1/4"
2/3 page	4 1/2" x 10"
1/2 horizontal	7" x 4 7/8"
1/2 vertical	3 3/8" x 10"
1/2 island	4 1/2" x 7 3/4"
1/3 square	4 1/2" x 4 7/8"
1/3 vertical	2 3/16" x 10"
1/4 horizontal (2 col.)	4 1/2" x 3 5/8"
1/4 horizontal (3 col.)	7" x 2 3/8"
1/4 vertical	3 3/8" x 4 7/8"
1/8 horizontal	3 3/8" x 2 3/8"

Ad space in yellow shown in relation to text area in blue:



***IMPORTANT:** Please keep pertinent content at least 3/8" away from page edges on Full Page "bleed" ads: Only the background should bleed. All text and images should not exceed 7.25" wide and 10.25" top to bottom.

Ad design and submission inquiries: design@wireropenews.com
or call the production studio direct: **732-602-4006**

Advertising Copy Material

All ads must be submitted in high-resolution (300dpi, CMYK). Acceptable formats are PDF (X-1 a preferred), JPG & TIF.

Fonts should be converted to curves/outlines. Failure to do so may result in unexpected or incorrect display of typefaces and line breaks. For large files, please compress into a .ZIP or .RAR file before sending. Using online cloud storage like DropBox is also an option for large files. Contact us if you need alternate means to send us your ad files.

Issue and Closing Date

Published bi-monthly; Oct., Dec., Feb., April, June, Aug. Issued 3rd week of month published. Insertion orders, classified, and copy must be received before the 20th of month preceding date of publication (e.g. May 20 for the June issue).