

# Wire Rope News

SINCE 1979!

# & Sling Technology

## SPECIFICATION CHART

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### SPECIFICATIONS

Magazine Trim Size . . . . .	8¼" x 10⅞"
Full page (with bleed) . . . . .	8½" x 11⅞"
Full page (floating, no bleed) . . . . .	7¼" x 10¼"
2/3 page . . . . .	4½" x 10"
1/2 page horizontal . . . . .	7" x 4⅞"
1/2 page vertical . . . . .	3⅜" x 10"
1/2 page island . . . . .	4½" x 7½"
1/3 page square . . . . .	4½" x 4⅞"
1/3 page vertical . . . . .	2⅜" x 10"
1/4 page . . . . .	3⅜" x 4⅞"

Ad space in yellow shown in relation to text area in blue: (black box is page trim)

<p>Full page bleed★ 8½" x 11⅞" &lt; keep important content 5/16" from all page edges &gt;</p>	<p>Full page floating 7¼" x 10¼"</p>	<p>2/3 page 4½" x 10"</p>	<p>1/2 horiz. 7" x 4⅞"</p>
<p>1/2 vertical 3⅜" x 10"</p>	<p>1/2 island 4½" x 7½"</p>	<p>1/3 sq. 4½" x 4⅞"</p>	<p>1/3 vertical 2⅜" x 10"</p>
			<p>1/4 page 3⅜" x 4⅞"</p>

**\*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.**

Questions about Ad Design and Submissions:  
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### Advertising Copy Material

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### 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).