

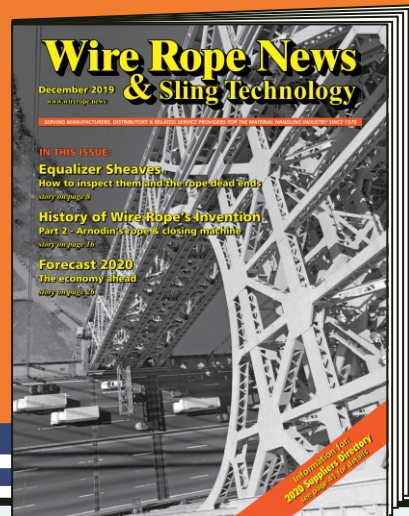
# Wire Rope News & Sling Technology

## SPECIFICATION CHART

### SPECIFICATIONS

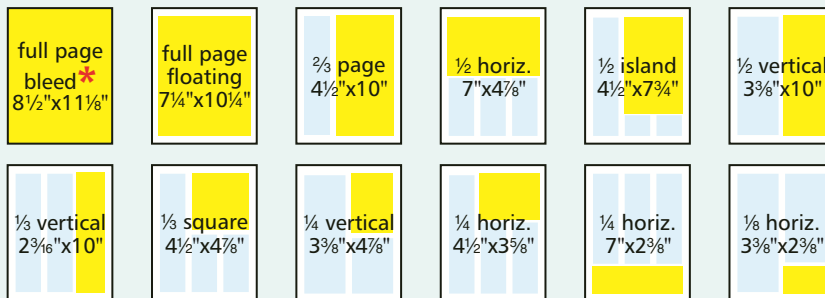
Magazine Trim Size	8 1/4" x 10 7/8"
Full page (with bleed)	8 1/2" x 11 1/8"
Full page (no bleed)	7 1/4" x 10 1/4"
2/3 page	4 1/2" x 10"
1/2 horizontal	7" x 4 7/8"
1/2 vertical	3 3/8" x 10"
1/2 island	4 1/2" x 7 3/4"
1/3 square	4 1/2" x 4 7/8"
1/3 vertical	2 3/16" x 10"
1/4 horizontal (2 col.)	4 1/2"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

Published by  
2D Publishing, LLC  
P.O. Box 871, Clark, NJ 07066  
www.wirerope.news



cover photo © Dave Frieder

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.**

Questions about Ad Design and Submissions:  
email [design@wirerope.com](mailto:design@wirerope.com) or call **732-602-4006**

### Advertising Copy Material

All ads must be submitted in high-resolution 300dpi, **CMYK**. **RGB color will be converted to CMYK during the pre-printing setup and may result in color changes.** Acceptable formats are **PDF** (X-1a preferred), **JPG** & **TIF**. (PDF files other than X-1a with blends and transparencies may yield unwanted results). **Type/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. Another option for large files is to use online cloud storage like DropBox, WeTransfer, Google Drive, etc.

### 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).