

SWE MAGAZINE SPECIFICATIONS

1. *SWE Magazine* PRINT

Fall, Conference and Winter Issues – Specifications and Requirements:

| AD SIZE | WIDTH | HEIGHT |
|--------------------------------|-------|--------|
| Full Page with Bleed* | 8 5/8 | 11 1/8 |
| Publication Trim Size | 8 3/8 | 10 7/8 |
| Live Area for relevant content | 7 1/8 | 9 1/2 |
| ½ Page Island | 4 5/8 | 7 |
| ½ Page Vertical | 3 ½ | 9 1/2 |
| ½ Page Horizontal | 7 1/8 | 4 1/2 |
| 1/3 Page Vertical | 2 1/4 | 9 1/2 |
| 1/3 Page Square | 4 1/2 | 5 |
| ¼ Page | 3 1/2 | 4 1/2 |

**Requested for responsive design*

- PDF at 300 dpi or above
- CMYK (No RGB images)
- Fonts must be embedded; **DO NOT PUT CROP MARKS WITHIN BLEED**

2. *SWE The Digital Banner Component* hosted on *All Together Blog* - Specifications and Requirements:

| SIZE & PLACEMENT | FILE REQUIREMENTS |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| <p>Banner appears in Main Browse Page</p> <ul style="list-style-type: none"> - Can be animated - Can link to webpage, URL, etc. <p>Visual Dimensions (width x height) in pixels:</p> <ul style="list-style-type: none"> - Full Page = 1150 x 135 - ½ Page Island, ½ Page Vertical = 250 x 250 - 1/3 Page Vertical, 1/3 Page Horizontal, 1/4 Page = 850 x 105 | <ul style="list-style-type: none"> - PNG File - Supply URL |

3. *SWE Magazine, Print On Demand Issues* - Specifications and Requirements:

| AD SIZE | WIDTH | HEIGHT |
|--------------------------------|-------|--------|
| Full Page Bleed* | 7 ¼ | 10 ¼ |
| Publication Trim Size | 7 | 10 |
| Live Area for relevant content | 5 ¾ | 8 ¾ |
| ½ Page Vertical Trim | 2 ¾ | 8 |
| ½ Page Horizontal Trim | 5 7/8 | 3 7/8 |

**Requested for responsive design*

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- CMYK (No RGB images)
- Fonts must be embedded; **DO NOT PUT CROP MARKS WITHIN BLEED**