

## SWE MAGAZINE SPECIFICATIONS

### 1. SWE Magazine PRINT

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

### 3. SWE Magazine, Winter and Spring 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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