

## SWE MAGAZINE AD SPECIFICATIONS & REQUIREMENTS

AD SIZE	WIDTH	HEIGHT
Full Page with Bleed*	8.625	11.125
Publication Trim Size	8.375	10.875
<b>Live Area for text &amp; relevant content</b>	<b>7.375</b>	<b>10.125</b>
½ Page Island	4.625	7
½ Page Vertical	3.5	9.5
½ Page Horizontal	7.125	4.5
1/3 Page Vertical	2.25	9.5
1/3 Page Square	4.5	5
¼ Page	3.5	4.5

*\*Requested for responsive design*

- Build full size bleed ads to publication trim size with .125" bleed all around
- All text and relevant content must be at least .5" from trim edge
- PDF at 300 dpi or above
- CMYK (No RGB images)
- Fonts must be embedded
- **All printer marks and crop marks must be offset .125"**

### **SWE Magazine APP Sponsorship Banner - Specifications and Requirements:**

SIZE & PLACEMENT	FILE REQUIREMENTS
Banner appears in App Home Collection and Main Browse Page <ul style="list-style-type: none"> <li>• Must be static (no motion)</li> <li>• Can link to webpage, PDF article; or article in the App</li> </ul> Visual Dimensions (width x height) in pixels: <ul style="list-style-type: none"> <li>• 768 x 224 (tablet)</li> <li>• 640 x 192 (phone)</li> </ul> <b>FILE SIZE REQUIREMENTS</b> (width x height) in pixels: <ul style="list-style-type: none"> <li>• 1536 x 448 (tablet)</li> <li>• 1280 x 384 (phone)</li> <li>• JPG or PNG; supply URL</li> </ul>	<ul style="list-style-type: none"> <li>• 1536 x 448</li> <li>• JPG or PNG</li> <li>• Supply URL</li> </ul>

November 7, 2023