

# Embedded Intel® Solutions

## Advertising Specs

Note: In order to provide the best possible service and quality for your marketing programs, we now only accept the PDF format for display advertising. If you have questions regarding ads or materials, please e-mail or call: [traffic@extensionmedia.com](mailto:traffic@extensionmedia.com) or 415-255-0390 x 20.

### – DISPLAY ADVERTISING –

SIZE	LIVE AREA	TRIM	BLEED
2-Page Spread	16.5" x 10.625"	16.75" x 10.875"	17" x 11.125"
1-Page	8.125" x 10.625"	8.375" x 10.875"	8.625" x 11.125"
1/2 Page (horiz.)	7.375" x 4.75"	N/A	N/A
1/3 Page (vert.)	2.7916" x 3.625"	N/A	N/A

Live Area (safety): No text should extend beyond this border. Trim: Final dimensions of the printed publication. Bleed: All assets should extend to bleed dimensions to ensure there is not a white border around your ad. **HIGH RESOLUTION PDF files only.** No film accepted.

### – SOLUTION PROVIDER SECTION –

SIZE	TEXT	PHOTO (max size)	LOGO
2-Page	1200-1400 words	4x6, 300dpi	.eps, .tiff, .pdf
1-Page	600-700 words	4x6, 300dpi	.eps, .tiff, .pdf

Text for solution provider advertorials should be submitted in MS Word format or plain text. See below for acceptable file formats for logos and product photos. You may include product photos/diagram as your space allows. Please deduct 200 words for each graphic provided-not including logos. Make sure to provide company name, complete address, phone, fax, e-mail, and website.

### – PRODUCT SHOWCASE –

SIZE	PRODUCT DESCRIPTION (with spaces)	PHOTO (max size)	LOGO
1/2 Page Product Showcase	~700 characters + additional text (varies per catalog, see online form)	4x6, 300dpi	approx. 1.5" x 1.5" (exact size determined by fit on page)

Content for datasheets is submitted via an online form only. Contact our production staff if you do not know the location of a particular submission form.

### – ACCEPTABLE DIGITAL FILE FORMATS –

TYPE	FILE TYPES	EXTENSIONS
Display Advertising	PDF	.pdf
Text (for advertorials)	MS Word or equiv.	.doc, .txt
Photos / Raster Images	Photoshop compatible	.jpg, .tiff, .pdf
Diagrams / Vector Images	Illustrator compatible	.eps, .pdf

### – FONTS, COLORS, RESOLUTION, AND MISC –

- Use CMYK inks only. Spot (PMS) colors will not print.
- RGB files will be converted to CMYK and this may cause perceived color shifts.
- 300 dpi for color and grayscale images.
- 800-1200 dpi for line-art (e.g. graphs and charts).
- Allow 1/8" minimum safety on each side of gutter in display ad spreads.
- For vector images, convert all fonts to outlines.

### – BANNER ADVERTISING –

NAME	SIZE (Pixels)	FILE TYPE
Tile Banner	125 x 125	.gif/.jpg
Skyscraper	120 x 600	.gif/.jpg, SWF (FLASH)
Large Rectangle	336 x 280	.gif/.jpg, SWF (FLASH)
Top Banner/EPA Leaderboard	468 x 60	.gif/.jpg
Leaderboard Banner	728 x 90	.gif/.jpg, SWF (FLASH)

### – VIDEO ADVERTISING –

- Upload video to [www.youtube.com](http://www.youtube.com)
- Send us link to video posted on [www.youtube.com](http://www.youtube.com)
- 50 word description and headline of video

### – WHITE PAPERS –

- PDF of white paper
- 75 word description / abstract of white paper
- High resolution logo

### SUBMISSION CHECKLIST

- ✓ **PDF:** Display ad is in PDF format only.
- ✓ **Colors:** CMYK only (spot colors have been removed or converted).
- ✓ **Bleed:** Display ad includes .125" symmetric bleed if needed.
- ✓ **Info:** The following information is included with ad: Publication, company or client name, contact phone number and email.

### HOW TO SUBMIT YOUR DISPLAY ADS

Upload via FTP to:

site: [ftp.extensionmedia.com](ftp://ftp.extensionmedia.com)  
 user: [print@extensionmedia.com](mailto:print@extensionmedia.com)  
 pass: print123

Place your ad in the folder with publication name, please include your company (or client, for ad agencies). In a text file, or via email, include your company name, the name of the publication in which the ad should be placed, and a contact name and number.

Send Via Email (< 10MB)

Files less than 10mb in size can be emailed directly to:  
[traffic@extensionmedia.com](mailto:traffic@extensionmedia.com)

### STORAGE POLICIES

Digital ads, logos, product photos and diagrams will be stored for 13 months unless other arrangements are requested.

### PRODUCTION CONTACT

**Spryte Heithecker**  
 Production Coordinator  
 1-415-255-0390 x 20  
[traffic@extensionmedia.com](mailto:traffic@extensionmedia.com)

**Extension**  
 MEDIA

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