## PRINT SPECIFICATIONS

<table>
<thead>
<tr>
<th>Space</th>
<th>Size (wxh)</th>
<th>Trim size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread with Bleed</td>
<td>16&quot; x 10.75&quot;</td>
<td>15.75&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>Spread Non-Bleed</td>
<td>14&quot; x 9.75&quot;</td>
<td></td>
</tr>
<tr>
<td>Full Page with Bleed</td>
<td>8.125&quot; x 10.75&quot;</td>
<td>7.875&quot; x 10.5&quot;</td>
</tr>
<tr>
<td></td>
<td>(Extend all bleeds to this size. Keep copy and images within 7.38&quot; x 10&quot; live area.)</td>
<td></td>
</tr>
<tr>
<td>Full Page Non-Bleed</td>
<td>7.375&quot; x 10&quot;</td>
<td></td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>4.625&quot; x 9.75&quot;</td>
<td></td>
</tr>
<tr>
<td>2/3 Vertical Bleed</td>
<td>5.375&quot; x 10.75&quot;</td>
<td>5.25&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7&quot; x 4.75&quot;</td>
<td></td>
</tr>
<tr>
<td>1/2 Horizontal Bleed</td>
<td>8.125&quot; x 5.5&quot;</td>
<td>7.875&quot; x 5.25&quot;</td>
</tr>
<tr>
<td></td>
<td>(Extend all bleeds to this size. Keep copy and images within 7&quot; x 4.75&quot; live area.)</td>
<td></td>
</tr>
<tr>
<td>1/2 Horizontal Spread</td>
<td>15.25&quot; x 4.75&quot;</td>
<td></td>
</tr>
<tr>
<td>1/2 Horizontal Spread Bleed</td>
<td>16&quot; x 5.5&quot;</td>
<td>15.75&quot; x 5.25&quot;</td>
</tr>
<tr>
<td>1/2 Island</td>
<td>4.625&quot; x 7.25&quot;</td>
<td></td>
</tr>
<tr>
<td>1/2 Vertical (Regional Editions Only)</td>
<td>3.25&quot; x 9.75&quot;</td>
<td></td>
</tr>
<tr>
<td>1/3 Square</td>
<td>4.625&quot; x 4.75&quot;</td>
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<tr>
<td>1/3 Vertical</td>
<td>2.25&quot; x 9.75&quot;</td>
<td></td>
</tr>
<tr>
<td>1/4 Vertical (Regional Editions Only)</td>
<td>3.25&quot; x 4.75&quot;</td>
<td></td>
</tr>
</tbody>
</table>

### ISSUANCE AND CLOSING

Engineering News-Record is published 26 times annually.
- Closing dates for orders: 3 weeks prior to cover date.
- Closing dates for materials: 2 weeks prior to cover date (unless otherwise noted).
- No cancellations accepted after close.
AD SUBMISSION GUIDELINES

Publisher requires that ad materials be supplied in PDF x1-a (2001) format. (Note that this format is an output option in InDesign and will embed fonts and flatten transparencies automatically)

- For optimal reproduction, a maximum ink density of 300 is recommended.
- Images must be high resolution (300 dpi).
- Color space must be CMYK or Grayscale. No spot colors, RGB, LAB color or embedded color profiles
- All transparencies must be flattened.
- All fonts must be embedded.
- Minimum size of type intended to knock out is 8pt.
- Ads that are intended to bleed must be supplied with .125” extra image beyond the trimmed edge.
- Please submit ads by uploading to the BNP/ENR FTP site: http://upload.bnpmedia.com
  Password/login not required.

AD STORAGE

- Material will be stored for 12 months only and then destroyed unless otherwise requested by advertiser in writing.
- Publisher recommends that a SWOP-certified color proof be submitted for press color guidance. Send proof to:
  - **ENR National**
    Bryon Palmer  
    Production Manager  
    palmerbt@bnpmedia.com  
  - **ENR Regional**
    Lisa Wren  
    Production Manager  
    wrenl@bnpmedia.com  
  - **ENR/BNP Media**
    2401 W. Big Beaver Rd.,  
    Suite 700  
    Troy, MI 48084

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Contact your media campaign manager for additional information.

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