Specifications

Print

Full Page with Bleed*
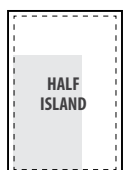Bleed size: 8.75" x 10.75" (223mm x 273mm)
Trim size: 8.5" x 10.5" (216mm x 267mm)

Full Page without Bleed
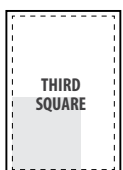Page Trim Size: 8.5" x 10.5" (216mm x 267mm)

Please keep all text/live material within 0.25" (6mm) from trim/edge
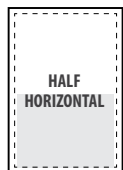*Bleed only available on full-page ads
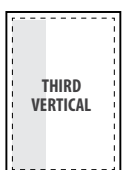
Half Page Island:
5"w x 6.75"h
(127mm x 172mm)

Half Page Horizontal:
7.5"w x 4.5"h
(191mm x 114mm)

Half Page Vertical:
3.625"w x 9.5"h
(92mm x 241mm)

Third Page Square:
5"w x 4.5"h
(127mm x 114mm)

Third Page Vertical:
2.375"w x 9.5"h
(60mm x 241mm)
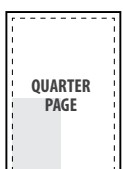
Quarter Page:
3.625"w x 4.5"h
(86mm x 114mm)

Print File Formats
Press Optimized PDF *(preferred)*

Adobe Creative Suite (InDesign, Illustrator, Photoshop, provide linked images and fonts)

MS Office or Publisher **are NOT acceptable**

Photo/Image/Logo
CMYK, 300 dpi, .tif, .eps, .jpg, .ai
All spot colors/RGB will be converted to CMYK

Submitting Artwork
Email (under 8 MB):
jcampbell@comparenetworks.com *(preferred)*

Internet: www.hightail.com, DropBox or other online file transfer service

FTP:
ftp://americanlaboratory.com
Username: amlab_ftp
Password: amlab1

Please notify Jennifer Campbell when uploading to the ftp site

Mail:
CompareNetworks
Jennifer Campbell
10150 Lantern Road, Suite 150
Fishers, IN 46037

Contact Jennifer Campbell
for artwork questions
jcampbell@comparenetworks.com
or 317-288-0773

Website
Medium Rectangle: 300 x 250 pixels
Leaderboard: 728 x 90 pixels
Wide Skyscraper: 160 x 600 pixels
Expandable Ads: Contact us for more information.
Rich Media/Video Ads: Contact us for more information
File Size: 40kb size limit
Animation:15 second animation limit, 3 animation loops max
File Formats: .gif, Flash, or HTML/Third-Party

Featured Products
Product Name or CatalogNumber
Images: 400 x 300px (.jpg format) Up to 4 total (5 without video)
No logos
Video (Optional)
Hosted videos on Labcompare.com only
Product Description: Up to 80 words, No hyperlinks

Email
Subject Line: Compelling, specific subject line containing a call to action or sense of urgency
File Formats: HTML 4.0 (use inline styles; avoid CSS), Template, or Creative Services (layered .psd)
If sending raw materials: High resolution photo, text, link, & logo file
Dimensions: Width should be no more than 600px
File Size: 50kb size limit

Enewsletter
Title: Brief, one line title summary of product to be featured
Image: Your product image or logo, with the dimensions 300 pixels wide by 250 pixels high
Body Copy: 40 to 80 words (limited to 600 characters) in one paragraph of product or branding copy (limit HTML formatting to bold or italics)
URL: One link to a lead form, website or landing page.

Exhibit Hall Preview
Logo: High resolution .jpg or vector file
Image or Video: 400 x 300px (.jpg format)
Hosted videos only
Contact Information: Include website url
Booth Number (if exhibiting)
Company Overview: Company history, featured technologies, product descriptions, etc., Include links, Up to 250 words
Company Specials: Specific offers that are available at your booth during the show
Up to 40 words for each offer; Limit to 3 offers
Show Events: Demonstrations, seminars, workshops, etc.
Include times & locations