

Specifications

Print



Full Page with Bleed*

Bleed size: 8.75" x 10.75" (223mm x 273mm)

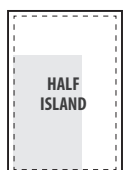
Trim size: 8.5" x 10.5" (216mm x 267mm)

Full Page without Bleed

Page Trim Size: 8.5" x 10.5" (216mm x 267mm)

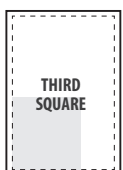
Please keep all text/live material within 0.25" (6mm) from trim/edge

*Bleed only available on full-page ads



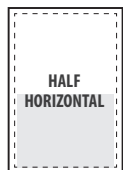
Half Page Island:

5"w x 6.75"h
(127mm x 172mm)



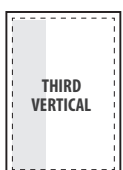
Third Page Square:

5"w x 4.5"h
(127mm x 114mm)



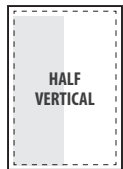
Half Page Horizontal:

7.5"w x 4.5"h
(191mm x 114mm)



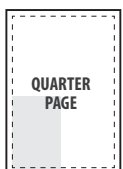
Third Page Vertical:

2.375"w x 9.5"h
(60mm x 241mm)



Half Page Vertical:

3.625"w x 9.5"h
(92mm 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 or HTML/Third Party

Featured Products

Product Name or Catalog Number

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