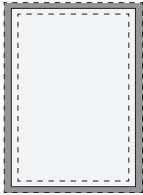


Print



Full Page with Bleed*

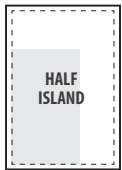
Bleed size: 8.75" x 10.75" (223mm x 273mm)
Trim size: 8.5" x 10.5" (216mm x 267mm)

Full Page without Bleed

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

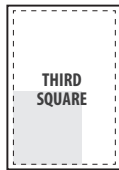
Please keep all text/live material within 0.25" (6mm) from trim/edge

*Bleed only available on full-page ads



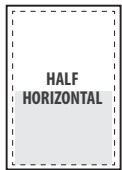
Half Page Island:

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



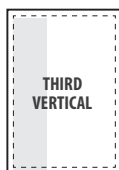
Third Page Square:

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



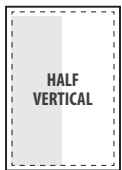
Half Page Horizontal:

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



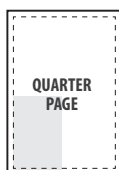
Third Page Vertical:

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
(92mm 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

Mail:

CompareNetworks
Jennifer Campbell
11650 Lantern Road, Suite 136
Fishers, IN 46038

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

Product/Catalog Highlight

Approximately 70-word description, web address, and a high-resolution product/catalog cover image (300 dpi jpg or PDF).

Banner Display Ads

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

Remarketing Program

Available sizes include:

- 250 x 250 – Square
- 200 x 200 – Small Square
- 468 x 60 – Banner
- 728 x 90 – Leaderboard
- 300 x 250 – Inline Rectangle

- 336 x 260 – Large Rectangle
- 120 x 600 – Skyscraper
- 160 x 600 – Wide Skyscraper

Formats: GIF, JPG, PNG
Max size: 150KB

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 187 pixels wide by 140 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