



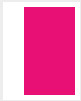








# Print Specifications

(width x height)

C&EN Trim Size: 8-1/4" x 10-1/2" 209 x 266 mm

<p><b>Cover Tip</b></p> 	<p><b>Spread</b></p> 	<p><b>1 page bleed</b></p> 	<p><b>1 page non-bleed</b></p> 
<p>8" x 7" 203 x 178 mm</p> <p>Live Area: 7-5/8" x 6-5/8" 194 x 169 mm</p> <p>Bleed: 9-1/4" x 8-1/4" 235 x 210 mm</p>	<p>16-1/2" x 10-1/2" 419 x 267 mm</p> <p>Live Area: 15-1/2" x 9-1/2" 394 x 241 mm</p> <p>Bleed: 16-3/4" x 10-3/4" 425 x 273 mm</p>	<p>8-1/4" x 10-1/2" 209 x 266 mm</p> <p>Bleed: 8-1/2" x 10-3/4" 216 x 273 mm</p>	<p>7-1/4" x 9-1/2" 184 x 241 mm</p>
<p><b>2/3 page</b></p> 	<p><b>1/2 page</b></p> 	<p><b>1/2 island</b></p> 	<p><b>1/3 page</b></p> 
<p>4-5/8" x 9-1/2" 117 x 241 mm</p>	<p>3-7/16" x 9-1/2" 87 x 241 mm</p> <p>7-1/16" x 4-5/8" 179 x 117 mm</p>	<p>4-5/8" x 7-1/4" 117 x 184 mm</p>	<p>2-1/4" x 9-1/2" 57 x 241 mm</p> <p>7-1/16" x 3-1/8" 179 x 80 mm</p>
<p><b>1/3 square</b></p> 	<p><b>1/4 page</b></p> 	<p><b>1/6 page</b></p> 	
<p>4-5/8" x 4-5/8" 117 x 117 mm</p>	<p>3-7/16" x 4-5/8" 87 x 117 mm</p>	<p>2-1/4" x 4-5/8" 57 x 117 mm</p> <p>4-5/8" x 2-1/4" 117 x 57 mm</p>	

## Electronic/Digital File Specs

- Electronic/digital file format preferred; PDF/X-1a
- Images must be CMYK or Grayscale, TIFF or EPS, at least 300 dpi
- No RGB or JPEG images
- Do not embed ICC profiles within images
- All required trapping must be included
- If trapping is applied, we require a default of at least .25 pt. or .007"
- Standard trim and bleed marks in all separations
- Total ink coverage should not exceed a density of 300%
- PMS colors are not supported
- Fonts: Open Type or Postscript Type 1 only

## Other Accepted Formats

- InDesign
  - QuarkXPress
  - Illustrator
  - Photoshop
- Include all screen and printer fonts, images, artwork and logos

## Proof Recommended





**We will not be held responsible for color, positioning or accuracy of digital file output if a proof is not provided.**

Email PDF files to [displayads@acs.org](mailto:displayads@acs.org)  
An FTP site is available for large files.

# Digital Specifications

(width x height)







## C&EN Online Specifications

	eTOC Banner 	Leaderboard 	Rectangle/ Button 	Interstitial* 
<b>Dimensions</b>	468 x 60	728 x 90	234 x 120	640 x 480
<b>Maximum File Size</b>	25 KB	100 KB		60 KB
<b>File Types</b>	GIF, Animated GIF, JPG	GIF, Animated GIF, JPG, Flash**		WMV, MOV, FLA, SWF, GIF
<b>Maximums</b>	Maximum of 5 frames, 4 revolutions			Maximum: 30 seconds Preferred: 15 seconds Capped at one exposure per user cookie session

\* Interstitial Ad Specifications — **FORMATS:** Any standard video format (Windows media, Quicktime, flash, animated gif) or standard image formation (duration would come down to 5 to 10 seconds) **LINK URL:** for tracking, C&EN web team has to have the ability to add click handler script to the video. Hard-coded links in the video will be overwritten, unless the advertiser is willing to add C&EN click handler to any links, or if they have their own tracking code.

\*\* Flash ads must be accompanied by the source (.fla) file and a fallback .gif

## ACS Journals Online Ad Specifications

	Box 	Box 	Skyscraper 	Subject Landing Page 	eTOC Banner 	Sponsor Button 
<b>Dimensions</b>	160 x 160	160 x 180	120 x 600	300 x 250	468 x 60	150 x 50
<b>Maximum File Size</b>	30 KB	30 KB	40 KB	40 KB	30 KB	30 KB
<b>File Types</b>	GIF, Animated GIF, JPG, Flash SWF				GIF, animated GIF, JPG	
<b>Animated GIF Maximum</b>	Animated GIF Maximum of 5 frames, 4 revolutions					
<b>Flash SWF Play Time</b>	45 seconds maximum					
<b>Text Character Limits</b>						400 including spaces