



Sea Technology magazine Display Ad Specs

Effective with the Jan. 2018 issue

1600 Wilson Blvd., Suite 1010, Arlington, VA 22209

Phone: (703) 524-3136 • Fax: (703) 841-0852 • E-mail: seatechads@sea-technology.com

Company name: _____ Advertiser (if different): _____

Contact person: _____ E-mail: _____

Phone: _____ Fax: _____

Insertion month: _____

DIGITAL GRAPHICS REQUIREMENTS

NOTE: a **PROFESSIONAL COLOR PROOF (chromaline)** is required when a color ad is submitted. We can not be held responsible for color reproduction if a color ad is not accompanied by an appropriate hard copy color proof. When a color proof is not provided, a **\$50 PRODUCTION CHARGE will automatically be assessed to cover the cost of having a color proof made by our printer. Laser color proofs are not acceptable.**

Resolution of the illustration must be at least **300 dpi**. We prefer **PDF files, although we will accept TIFF, EPS, or JPG files**. All ad files should be flattened.

PLATFORM AND SOFTWARE

Compass Publications can accept either Macintosh- or PC-based files generated in a variety of programs. We prefer ads created with Adobe products but can work with others.

If we have an issue with a file, for whatever reason, our production manager will contact the file sender and/or originator in order to find a solution.

HOW TO SUBMIT YOUR AD

• Via wetransfer.com to seatechads@sea-technology.com

DOCUMENT

File Name: _____

Program & Version: _____

No. of Graphics: _____

File Name: _____

Program & Version: _____

No. of Graphics: _____

File Name: _____

Program & Version: _____

No. of Graphics: _____

NOTE: Please include a border on fractional ads so that your ad does not "blend in" with adjacent editorial matter or the page background.

PLEASE DO NOT INCLUDE CROP MARKS ON YOUR FILE!!

**WHEN ALL ELSE FAILS, SEND ORIGINAL ART
(Production charges will be assessed!!)**

MECHANICAL REQUIREMENTS

Page Unit	inches wide	inches deep	mm wide	mm deep
1 page (non bleed)	6-5/8"	9-5/8"	168	245
2/3 page	4-5/16"	9-5/8"	110	245
1/2 page (island)*	4-5/16"	7-5/16"	110	186
1/2 page (horizontal)	6-5/8"	4-11/16"	168	119
1/2 page (vertical)	3-3/16"	9-5/8"	81	245
1/3 page (square)	4-5/16"	4-11/16"	110	119
1/3 page (horiz.)	6-5/8"	3"	168	76
1/3 page (vert.)	2"	9-5/8"	51	245
1/4 page (vert.)*	3-3/16"	4-11/16"	81	119
1/4 page (horiz.)	6-5/8"	2-1/4"	168	57
1/6 page (vert.)	2"	4-11/16"	51	119

*portrait format

Bleed Sizes:

Single page	7-3/4"	10-13/16"	197	275
Spread	15-1/2"	10-13/16"	394	275
1/2 horiz. spread	7-3/4"	4-11/16"	197	119
2/3 page	4-15/16"	10-13/16"	125	275
Spread, gutter edge only	7"	9-5/8"	177	245
Trim size	7-5/8"	10-5/8"	194	270
Image area	6-5/8"	9-5/8"	168	245

All text ("essential copy") must be within the image area.

Printing: Offset. Dot gain is 25%.

Binding: Saddle stitch.

HEADER BANNERS (STATIC BANNERS ONLY):

728 x 90 pixels (horizontal format)
72 dpi resolution
RGB color mode
jpg, gif (non-animated) or png file format

SKYSCRAPER BANNERS:

160 x 250 pixels (vertical format)
72 dpi resolution
RGB color mode
Jpg, gif or png file format
Animated gif files accepted

SEA TECH e-NEWS BANNERS

Same specs as for skyscrapers, but...
Animated files should be less than 200 KB
Images should be less than 50 KB

We cannot accept flash, javascript or embedded multimedia files (mov, flv, wmv, or mpeg)

All banner ads should include the appropriate URL for linking purposes. A \$50 production charge will be assessed for any banner that is created by our production department. Banner rates are non-commissionable.