

# MULTIMEDIA ADVERTISING

Reach the engineer during different stages of the design cycle with print, online, direct marketing, and events channels, or take advantage of off-the-shelf sponsorships, such as EDN's Global Report—a one-stop-shopping multimedia package that reaches the hottest markets around the globe. EDN offers infinite possibilities for connecting your message to the right audience.

PRINT > > > > >



## EDN NORTH AMERICAN EDITION

Frequency: 26x per year

Circulation: 134,026\*

URL: [www.edn.com](http://www.edn.com)

\*June 2005 BPA Worldwide. (Please refer to EDN North American regional media kit for further details and circulation breakdown)

### 2006 DISPLAY ADVERTISING RATES

#### 4-Color Rates (U.S.\$)

Ad Size	1x	7x	13x	26x	39x	52x	65x	78x
1 Page	19,209	18,252	17,288	16,331	15,367	14,410	13,446	13,062
2/3 Page	15,367	14,599	13,831	13,062	12,294	11,525	10,757	10,447
1/2 Island	13,446	12,776	12,105	11,428	10,757	10,086	9,415	9,146
1/2 Page	12,500	11,875	11,250	10,625	10,000	9,375	8,750	8,498
1/3 Page	8,429	8,010	7,586	7,168	6,743	6,325	5,900	5,734
1/4 Page	6,910	6,566	6,221	5,872	5,528	5,184	4,840	4,696

#### Black & White Rates (U.S.\$)

Ad Size	1x	7x	13x	26x	39x	52x	65x	78x
1 Page	15,998	15,201	14,398	13,601	12,798	12,001	11,199	10,878
2/3 Page	12,156	11,548	10,941	10,333	9,725	9,117	8,509	8,269
1/2 Island	10,402	9,880	9,364	8,842	8,320	7,804	7,282	7,076
1/2 Page	9,599	9,117	8,641	8,160	7,678	7,202	6,720	6,525
1/3 Page	6,399	6,078	5,757	5,442	5,121	4,799	4,478	4,352
1/4 Page	5,121	4,862	4,610	4,352	4,094	3,842	3,584	3,481

#### Cover Rates (U.S.\$)

Cover 2:	23,051	Cover 3:	21,130	Back Cover:	24,011
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Contact your EDN sales representative for two-color pricing and information. All rates are gross. 15% agency commissionable. Special positions are guaranteed on a noncancelable basis at an extra charge of 10% or earned gross rate. Inserts and outserts available.

### SHIPPING INSTRUCTIONS

#### Insertion orders should be faxed or mailed to:

Nancy McDermott  
Production Department  
Reed Business Information  
225 Wyman Street  
Waltham, MA 02451  
Tel: 781-734-8130  
Fax: 781-734-8086  
[nmcdermott@reedbusiness.com](mailto:nmcdermott@reedbusiness.com)

#### Materials should be clearly marked and mailed to:

Kelly Brashears (for Cycle A ads) or  
Linda Lepordo (for Cycle B ads)  
Production Department  
Reed Business Information  
225 Wyman Street  
Waltham, MA 02451  
Tel: 781-734-8328 or 781-734-8332  
Fax: 781-734-8086  
[kelly.brashears@reedbusiness.com](mailto:kelly.brashears@reedbusiness.com) or  
[llepordo@reedbusiness.com](mailto:llepordo@reedbusiness.com)

### MECHANICAL REQUIREMENTS

Trim size: 7-7/8" x 10-1/2", 200 mm x 267 mm, perfect bound.

Live area: 7" x 10"

Ad Size	Non-Bleed (inches)	Bleed* (inches)	Non-Bleed (mm)	Bleed* (mm)
2-Page Spread	15-3/4 x 10-1/2	16 x 10-3/4	400 x 267	406 x 273
Full Page	7-7/8 x 10-1/2	8-1/8 x 10-3/4	200 x 267	206 x 273
2/3 Page	4-1/2 x 10	5-1/8 x 10-3/4	114 x 254	130 x 273
Jr. Spread	15 x 4-5/8	16 x 5-1/4	381 x 117	406 x 133
1/2 Page: Vertical	3-3/8 x 10	4 x 10-3/4	86 x 254	102 x 273
1/2 Page: Horizontal	7 x 4-5/8	8-1/8 x 5-1/4	178 x 117	206 x 133
1/2 Page: Island	4-1/2 x 7-1/2	N/A	114 x 191	N/A
1/3 Page: Square	4-1/2 x 4-5/8	N/A	114 x 117	N/A
1/3 Page: Vertical	2-1/4 x 10	2-7/8 x 10-3/4	57 x 254	73 x 273
1/4 Page	3-3/8 x 4-5/8	N/A	86 x 117	N/A

\*Keep essential material at least 1/4 inch (12.7 mm) in from trim.

### MATERIAL SPECIFICATIONS

Preferred file format is PDFx1a

For high-resolution PDFs, please upload to: [www.ads4reed.com](http://www.ads4reed.com)

All images must be high-resolution 300 dpi, CMYK or grayscale and meet SWOP standards. Save in TIFF or EPS format without embedded color profiles. Embed all fonts. Use only Adobe Type 1 fonts. Do not embed ICC profiles within images.

Files should be 100% of print size. Standard trim, bleed and center crop marks should appear 1/4 inch (12.7 mm) outside of trim. PDFs should be created from Acrobat distiller and not from native application. RBI distiller settings and instructions furnished upon request.

Native files accepted: Platforms: Macintosh or PC

Accepted: CD ROM, e-mail or FTP. ■

Supported applications: Quark, InDesign, Photoshop, and Illustrator. A color proof must accompany your file. If color is critical, you must supply SWOP standard proof.

Include all fonts (printer and screen fonts). Please use Adobe Type 1 fonts only.

Do not compress graphics using JPEG or LZW. Include all placed graphics.

Do not embed images in your file. Do not trap files.

Do not send images in RGB format. Matched Pantone color should be simulated using CMYK. Please note the PMS color that is simulated on your laser proof.

■Contact the Production Manager at 781-734-8328 for more details.

Other formats incur \$200 conversion charge.