



EDN Asia (Taiwan Edition)

Mechanical Requirements

Trim Size: 200mm (W) x 273mm (H), Perfect Bound

Bleed Size: 210mm (W) x 283mm (H)

Ad Size	Trim Size	Bleed Size
2-Page Spread	400mm x 273mm (15.75 in. x 10.75 in.)	410mm x 283mm (16.14 in. x 11.14 in.)
Full Page	200mm x 273mm (7.87 in. x 10.75 in.)	210mm x 283mm (8.27 in. x 11.14 in.)
2/3 Page Vertical	110mm x 240mm (4.33 in. x 9.45 in.)	N/A
1/2 Page Vertical	80mm x 240mm (3.15 in. x 9.45 in.)	N/A
1/2 Page Horizontal	175mm x 125mm (6.89 in. x 4.92 in.)	N/A
1/3 Page Vertical	50mm x 240mm (1.97 in. x 9.45 in.)	N/A

Digital files are accepted (Macintosh format only):

Illustrator EPS, Photoshop EPS/TIFF, QuarkXpress, PageMaker, Freehand and Indesign. All images should be saved in CMYK format, 300dpi resolution at actual print ad size, all linked files and fonts must be included.

Acrobat PDF files:

High resolution PDF must be supplied in actual print ad size with bleed allowance and trim marks. All fonts should be embedded.

Proofs:

2 final color proofs are required for all ads.

Bleed recommendation:

Leave 6mm safe area all around. Bleed requests must be specified on insertion order. Headlines that cross a spread must be spited between words or allow 5mm in gutter.

Storage:

Ad material is stored for one year only and destroyed unless otherwise requested in writing.