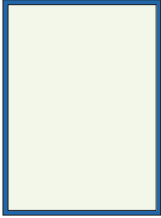


All measurements are width x height.

## Full Page



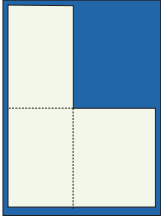
**Size Requirements:**  
Trim: 7-13/16" x 10-3/4"  
(198mm x 273mm)  
  
Bleed: 8-5/16" x 11-1/4"  
(211mm x 286mm)

## Two-Page Spread



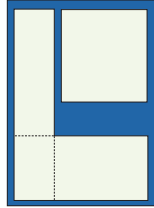
**Size Requirements:**  
Trim: 15-5/8" x 10-3/4"  
(396mm x 273mm)  
  
Bleed: 16-1/8" x 11-1/4"  
(409mm x 285mm)

## 1/2 Page - Horizontal & Vertical



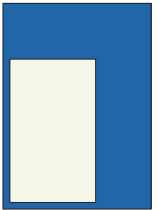
**Size Requirements:**  
**Horizontal**  
Trim: 7" x 4-7/8"  
(178mm x 124mm)  
  
Bleed: 8-5/16" x 5-7/8"  
(211mm x 149mm)  
  
**Vertical**  
Trim: 3-3/8" x 10  
(86mm x 254mm)

## 1/3 Page - Horizontal, Vertical, Square



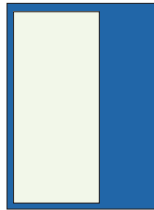
**Size Requirements:**  
**Horizontal**  
Trim 7" x 3-3/8"  
(178mm x 86mm)  
  
**Vertical**  
Trim 2-3/16" x 10"  
(56mm x 254mm)  
  
**Square**  
Trim 4-9/16" x 4-7/8"  
(116mm x 124mm)

## 1/2 Page Island



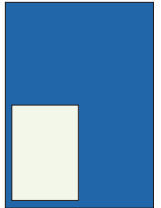
**Size Requirements:**  
Trim: 4-9/16" x 7-1/2"  
(116mm x 190mm)

## 2/3 Page Vertical



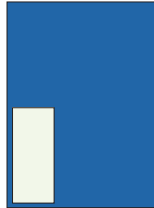
**Size Requirements:**  
Trim: 4-9/16" x 10"  
(116mm x 254mm)

## 1/4 Page



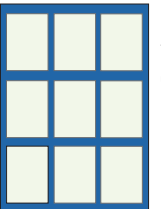
**Size Requirements:**  
Trim: 3-3/8" x 4-7/8"  
(86mm x 124mm)

## 1/6 Page

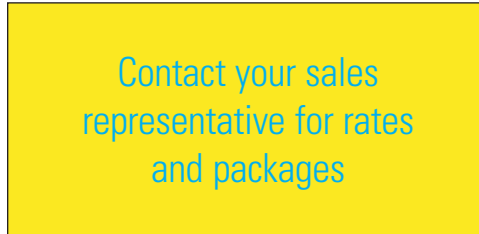


**Size Requirements:**  
Trim: 2-3/16" x 4-7/8"  
(56mm x 124mm)

## Micro Ad



**Size Requirements:**  
Trim: 2-3/16" x 3"  
(56mm x 76mm)



## Printing Process

Web Offset

## Binding Method

Perfect Bound

## Line Screen

133

## Max Density

4 Color: 300%

## Color

1. Pantone colors – \$425 per color, per page or fraction of page; \$645 per color for two-page spread.
2. Four-color process (ROP) – Total \$965 per page or fraction of page, \$1545 for two-page spread.
3. Metallic sheens available for \$730 per color, per page or fraction of page; \$1195 for two-page spread.
4. Micro Ad – \$200/2 color, \$240/4 color.

## Materials

The preferred format for submitting finished ads is a hi-res (300 dpi) pdf file with all fonts and hi-res CMYK images embedded. Please see our materials specifications site for additional information: [www.qg.com/prepress-tools](http://www.qg.com/prepress-tools)

## Safety

Keep all LIVE matter, not intended to trim, 1/4" from TRIM edges

(Non-bleed ads are listed at the maximum outside dimensions for that space)

## Gutter Safety for Spreads

Allow 1/4" on each side of Gutter for 1/2" total gutter safety

## Shipping

You may ship your advertising materials in any of three ways:

- ◆ Physical shipment of advertising materials  
Attn: Ed Kiessling  
Microwave Journal®  
685 Canton Street  
Norwood, MA 02062
- ◆ Email your advertising materials – files under 10 MB to – [ads@mwjournal.com](mailto:ads@mwjournal.com)
- ◆ Files over 10 MB – Send your materials to our FTP site  
Call Ed Kiessling at (781) 619-1963 for details

For any additional ad related questions, please contact:

Ed Kiessling  
Tel: (781) 619-1963  
[ekiessling@mwjournal.com](mailto:ekiessling@mwjournal.com)

Orders and contracts are accepted subject to change in rates upon notice from the publisher. Contracts may be cancelled at the time the rate change becomes effective. In such an event, the advertiser and/or agency shall be liable for the frequency rate earned at the time of cancellation.

Front covers are not sold. Rates for second, third and fourth covers and preferred positions are available on request.