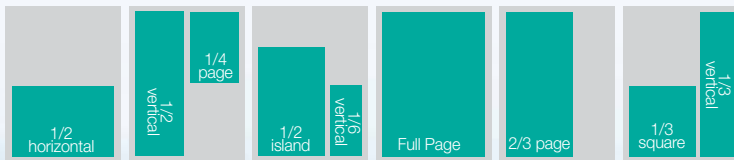


## Mechanical Specifications



## Mechanical Requirements

Width x Height	Inches	Millimeters	Picas
2 page spread (bleed)	16.25" x 11"	412.8 x 279.4 mm	97p6 x 66p
2 page spread (non-bleed)	15" x 10"	381.0 x 254.0 mm	90p x 60p
1 page (bleed)	8.125" x 11"	206.4 x 279.4 mm	48p9 x 66p
1 page (non-bleed)	7" x 10"	177.8 x 254.0 mm	42p x 60p
2/3 page (bleed)	5.25" x 11"	133.4 x 279.4 mm	31p6 x 66p
2/3 page (non-bleed)	4.625" x 10"	117.5 x 254 mm	27p4.5 x 60p
1/2 page vertical (bleed) ◇◇	4" x 11"	101.6 x 279.4 mm	24p x 66p
1/2 page vertical (non-bleed) ◇◇	3.375" x 10"	85.7 x 254.0 mm	20p3 x 60p
1/2 page island (non-bleed)	4.625" x 7.375"	117.5 x 187.3 mm	27p9 x 44p3
1/2 page horizontal (bleed)	8.125" x 5.625"	206.4 x 142.9 mm	48p9 x 33p9
1/2 page horizontal (non-bleed)	7" x 4.875"	177.8 x 123.8 mm	42p x 29p3
1/3 page vertical (bleed)	2.875" x 11"	73.0 x 279.4 mm	17p3 x 66p
1/3 page vertical (non-bleed)	2.25 x 10"	57.15 x 254 mm	13p1.5 x 60p
1/3 page horizontal (non-bleed)	7" x 3.375"	177.8 x 85.7 mm	42p x 20.25p
1/3 page square (non-bleed)	4.625" x 4.875"	117.5 x 123.8 mm	27p4.5 x 29p3
1/4 page (non-bleed) ◇◇	3.375" x 4.875"	85.7 x 123.8 mm	20p3 x 29p3
1/6 page vertical (non-bleed)	2.25" x 4.875"	57.2 x 123.8 mm	13p1.5 x 29p3
1/6 page horizontal (opposite cover #3 in every issue)	4.625" x 2.25"	117.5 x 57.2 mm	27p9 x 13p6
Publication Trim Size	7.875" x 10.75"	200 x 273 mm	47p3 x 64p6

◇◇ Note: 1/2 page vertical and 1/4 page are NOT available in the Buyers' Guide.  
**FOR ALL BLEED ADS:** Keep vital matter 1/2" (13mm) from gutter edge and 3/8" (10mm) from top, bottom, and outside trim edge. 1/8" (3mm) roughed out of gutter bleed. 1/8" (3mm) trimmed off all three outer edges.

### Mechanical Requirements for Furnished Inserts:

8 1/8" (206mm) X 11" (279mm). Publication trims to 7 7/8" (200mm) X 10 3/4" (273mm). Spread- 16 1/4" (413mm) X 11" (279mm). Keep vital matter 1/2" (13mm) from gutter edge and 3/8" (10mm) from top, bottom, and outside trim edges. Maximum stock weight of 70# coated is requested. Up to 80# accepted with advance clearance. 60# maximum weight for uncoated stock is requested. Up to 60# accepted with advance clearance. Maximums are 25" (635mm) X 38" (965mm) basis.

### Closing Dates and Cancellations:

See Editorial Calendar for space reservation and ad materials closing dates. No cancellations accepted after closing dates.

## Ad Delivery Instructions

### Advertising Specs

Publication Trim Size: 7-7/8" wide x 10-3/4" high (200 x 273 mm)  
 Paper Stock: 70 lb gloss-coated offset cover, 40 lb coated offset body  
 Method of Printing: CTP Web on Offset  
 Type of Binding: Perfect-bound  
 Material Specifications: To qualify for standard agency commissions, digital ads and color proof must be provided.  
 Storage of Advertising Materials: All materials will be stored for 12 months and then destroyed unless otherwise instructed in writing.

### File Prep

- Set up documents to be final ad size (same width and depth as mechanical size).
- Files for Full Page Ads should be set up for BLEED SIZE (8-1/8" wide x 11" deep).
- Do not compress linked graphics when preparing TIFF or PDF.
- All files must be converted to CMYK – not RGB. 2-color ads must be CMYK builds.
- Trapping must be completed prior to creating final TIFF or PDF. Trap at .20 pt. and overprint black.

### Accepted Digital Formats

- Press-/Print-Optimized PDF (all font embedded/all graphics hi-res and linked properly), high-resolution (300 dpi minimum)
- TIFF or EPS formats, 133-line or 300-dpi resolution
- Media – CD-ROM

Note: We can not accept native application files, such as Quark XPress or InDesign. Film ads will incur a conversion charge.

### If you have FTP software, you may forward your ad files to our FTP site:

**HOST:** prod.accessintel.com

**USERID:** produsr

**PASSWORD:** pRodr2\* (case sensitive, and don't forget the asterisk at the end)

**DIRECTORY:** /CHE\_ads

Note: Files must be stuffed as a self-extracting archive before you forward your ad to our FTP site. Please email confirmation to schanwood@accessintel.com.

Scanned images should be provided for placement, half-tone images should be 266 dpi or higher at 100% or reproduction size. Line art should be scanned at 300 dpi at 100%.

### Matched Color

When PMS or other matched colors are specified, these will be built from process colors. If a matched color requires that we run a PMS color, see your representative for five-color ad rates.

### Proofs

Your digital submissions must be accompanied by an accurate SWOP color proof. This proof is used by our printer to match your ad on press. If you send an inaccurate proof, the reproduction of your ad may not match and Access Intelligence, LLC will not accept responsibility.

### Production Charges

Ads that do not meet the specs list above or requests for changes to digital ads are subject to production charges. Contact the magazine production manager for details on production charges.

### Address space orders, instructions, correspondence and proofs to:

Chemical Engineering, Production Department,

9211 Corporate Blvd, 4th floor, Rockville, MD 20850

### Furnished Inserts

On shipments of furnished inserts from outside the U.S., ship prepaid via air freight to: LSC Communications, Attn: Misty Lemke, 100 Banta Road, Long Prairie, MN 56347 Tel: 320-732-7914 (Please include magazine name and issue date if possible).

At the time of shipment, email schanwood@accessintel.com the following information: flight number and time of arrival.

### For More Information

**Sophie Chan-Wood**

Production Manager

schanwood@accessintel.com

301-354-1671