

2025 Advertising Specs

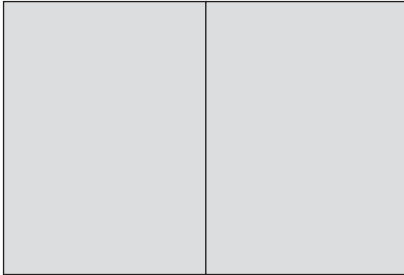


ENDOPRO

PRINT Ad Specs:

Safety is 1/4" from the trim on all sizes that have a bleed

2 Page Spread*



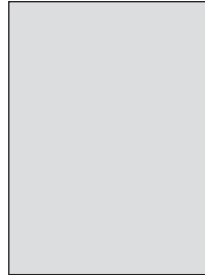
Non-Bleed Size: 15" x 10"

Bleed Size: 16.5" x 11.125"

Trim Size: 16.25" x 10.875"

* Please review the ad specs on the next page.

Single Full Page

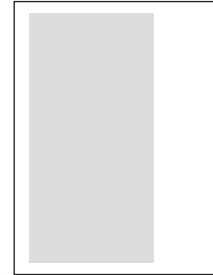


Non-Bleed Size: 7" x 10"

Bleed Size: 8.375" x 11.125"

Trim Size: 8.125" x 10.875"

2/3 Page Vertical

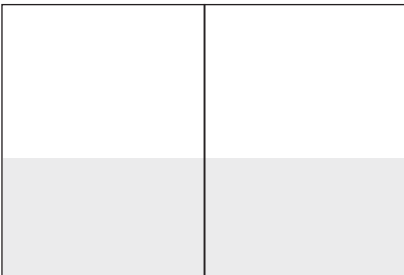


Non-Bleed Size: 4.625" x 10"

Bleed Size: 5.375" x 11.125"

Trim Size: 5.125" x 10.875"

1/2 Page Horizontal Spread*



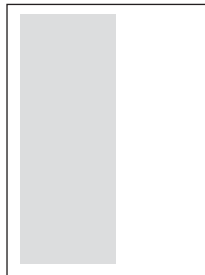
Non-Bleed Size: 15" x 4.875"

Bleed Size: 16.5" x 5.625"

Trim Size: 16.25" x 5.375"

* Please review the ad specs on the next page.

1/2 Page True Vertical

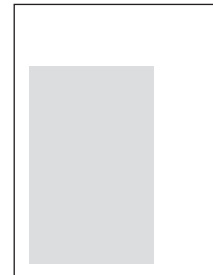


Non-Bleed Size: 3.625" x 10"

Bleed Size: 4.375" x 11.125"

Trim Size: 4.125" x 10.875"

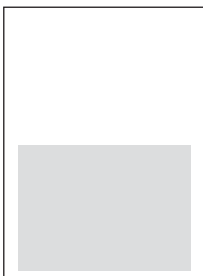
1/2 Page Island Vertical



Non-Bleed Size: 4.625" x 7.375"

Bleed & Trim Size: NA

1/2 Page Horizontal

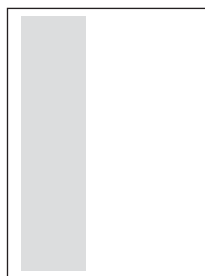


Non-Bleed Size: 7" x 4.875"

Bleed Size: 8.375" x 5.625"

Trim Size: 8.125" x 5.375"

1/3 Page Vertical

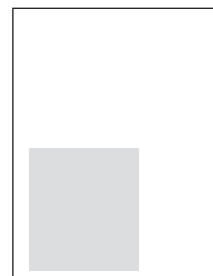


Non-Bleed Size: 2.25" x 10"

Bleed Size: 3" x 11.125"

Trim Size: 2.75" x 10.875"

1/3 Page Square



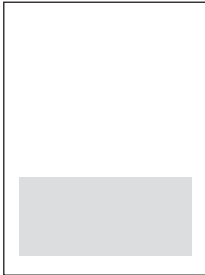
Non-Bleed Size: 4.625" x 4.875"

Bleed & Trim Size: NA

PRINT Ad Specs:

Safety is 1/4" from the trim on all sizes that have a bleed

1/3 Page Horizontal

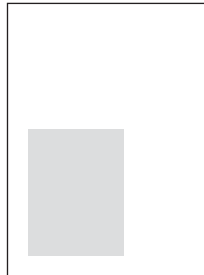


Non-Bleed Size: 7" x 3.25"

Bleed Size: 8.375" x 4"

Trim Size: 8.125" x 3.75"

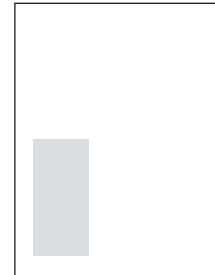
1/4 Page Vertical



Non-Bleed Size: 3.625" x 4.875"

Bleed & Trim Size: NA

1/6 Page Vertical



Non-Bleed Size: 2.25" x 4.875"

Bleed & Trim Size: NA

Color: CMYK

Resolution: Minimum 300 dpi

File type: PDF X1A

- All fonts embedded
- Convert Spot Color to CMYK
- Change RGB Black to 100% CMYK black (C0/M0/Y0/K100)
- RGB color to CMYK
 - Embeds an RGB ICC profile in RGB objects that do not already have a profile and then converts the color to CMYK.
- Untag CMYK ICC Profiles
 - Removes CMYK ICC profiles from CMYK objects.
- Knockout overprinting for all objects.

Website Image Ads

Acceptable Website Image Ad Formats

Format: *.jpg, *.gif or *.swf (flash)

If you are submitting a flash ad, please also send a back up static image (jpeg or gif, 40K), for those people viewing the site without flash capabilities

Third party trackers such as Double Click or Atlas: Please use **JavaScript** tags.

Maximum Animation Length: 15 seconds

Leaderboard

Dimensions: 728W x 90H pixels
File Size: 40k Maximum

Leaderboard
728 x 90

Super Leaderboard

Dimensions: 1000W x 90H pixels
File Size: 40k Maximum

Super Leaderboard
1000 x 90

Expandable Leaderboard Ad

Dimensions: 728W x 90H pixels
File Size: 40k Maximum

Expandable Part:

Dimensions: 728W x 180H pixels
File Size: 40k Maximum

**Please send in two parts – each ad needs to be its own file and then we will make it expand through our system.*

Leaderboard
728 x 90

Expandable Part
728 x 180

Rectangle

Dimensions: 336W x 280H pixels or 300W x 250H pixels
File Size: 40k Maximum

Rectangle
336 x 280

Rectangle
300 x 250

Super Rectangle

Dimensions: 336W x 600H pixels
File Size: 60k Maximum

Super Rectangle
336 x 600

Welcome Ad

Dimensions: 640W x 480H pixels

File Size: 350k Maximum

The welcome ad runs for 15 seconds before going to the website.
If creating an animated file, please plan accordingly.

Welcome Ad
640 x 480

7 Toes Media
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