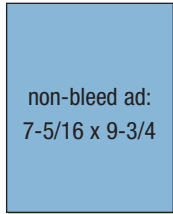
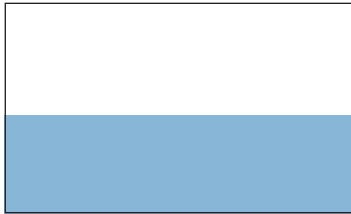


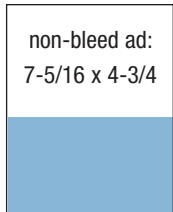
two-page spread



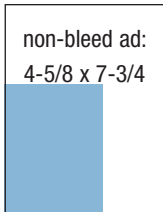
full page



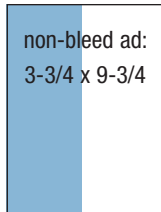
1/2 page horizontal spread



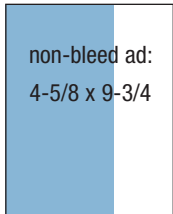
1/2 horizontal



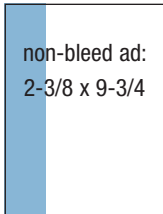
1/2 page island



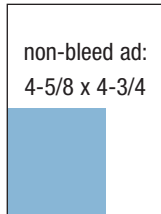
1/2 page vertical



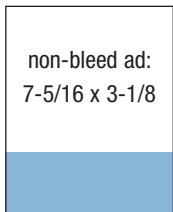
2/3 page vertical



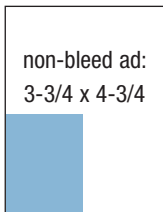
1/3 page vertical



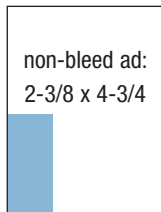
1/3 page square



1/3 horizontal



1/4 page



1/6 page

Ad insert information and ad specs for supplements:

Contact George Shurtleff at 312-222-1010, ext. 117 or gshurtleff@automationworld.com



Bleed Ad Dimensions in inches, width by height

two-page spread	bleed: 18-1/2 x 11-1/8 trim: 18 x 10-7/8 live: 17 x 10-3/8	2/3 vertical	bleed: 5-3/8 x 11-1/8 trim: 5-1/8 x 10-7/8 live: 4-3/4 x 10-1/4
full page	bleed: 9-1/4 x 11-1/8 trim: 9 x 10-7/8 live: 8-1/2 x 10-3/8	1/3 vertical	bleed: 3-1/8 x 11-1/8 trim: 3 x 10-7/8 live: 2-5/8 x 10-1/4
1/2 horiz. spread	bleed: 18-1/2 x 5-1/2 trim: 18 x 5-1/4 live: 17 x 4-3/4	1/3 square	bleed: 5-3/8 x 5-1/2 trim: 5-1/8 x 5-1/4 live: 4-3/4 x 4-3/4
1/2 horizontal	bleed: 9-1/4 x 5-1/2 trim: 9 x 5-1/4 live: 8-1/2 x 4-3/4	1/3 horizontal	bleed: 9-1/4 x 3-3/4 trim: 9 x 3-5/8 live: 8-1/2 x 3-1/8
1/2 island	bleed: 5-3/8 x 8-5/8 trim: 5-1/8 x 8-3/8 live: 4-3/4 x 8	1/4 page	bleed: 4-5/8 x 5-1/2 trim: 4-3/8 x 5-1/4 live: 4 x 4-3/4
1/2 vertical	bleed: 4-5/8 x 11-1/8 trim: 4-3/8 x 10-7/8 live: 4 x 10-1/4	1/6 page	bleed: 3-1/8 x 5-1/2 trim: 3 x 5-1/4 live: 2-5/8 x 4-3/4

Digital Ad Specifications

Automation World is printed offset, computer-to-plate (CTP) and perfect bound. Ad material should be submitted in a digital (or electronic) format and must comply with the specifications below. Any necessary artwork or copy preparation will be billed to advertiser. For additional information, please visit www.automationworld.com/adsupport.

Accepted document formats: PDFs are strongly encouraged; see PDF instructions at automationworld.com/adsupport. Quark or documents saved as an EPS are also accepted.

Fonts: Include PostScript™ fonts—both screen and printer. To reduce errors, we strongly recommend the use of preflight software; if possible, please embed fonts in the file.

Images: Include all placed images, making sure that each is in CMYK mode, 300 dpi and saved as a TIFF or an EPS image.

Proof: All ads should include an actual size color proof of the final file. Artwork submitted without a proof, including files sent electronically, will be charged for proof output. Please be certain your ad size is correct and that the image bleeds 1/8", if necessary.

Upload Instructions and Contact Information

Submit your digital ad in one of these ways: Send us your file on a CD or a Zip™ disk, (100 or 250MB). Or, upload your file electronically at www.automationworld.com/ftp. Whichever method you use, please be sure to also send *Automation World* a proof of your ad.

Mailing Address and Contact: Direct your ad production questions to George Shurtleff, 312-222-1010, ext. 117 or gshurtleff@automationworld.com. Send ad proofs and materials to George at *Automation World*, 330 N. Wabash Ave., Suite 2401, Chicago, IL 60611.