
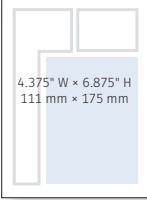
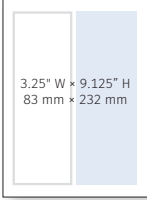
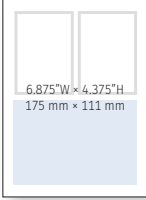
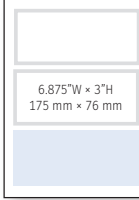
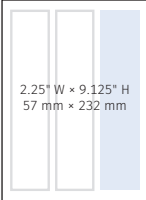
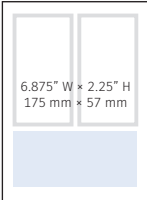
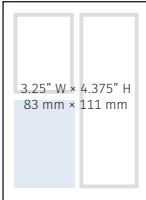
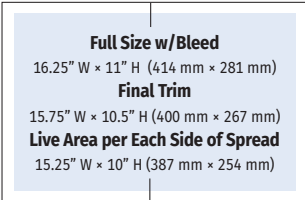


## PRINT MAGAZINE PAGE 12

<p><b>Full Page</b></p>  <p><b>Full Size w/Bleed</b> 8.375" W × 11" H (214 mm × 281 mm)</p> <p><b>Final Trim</b> 7.875" W × 10.5" H (200 mm × 267 mm)</p> <p><b>Max Live Area</b> 7.375" W × 10" H (187 mm × 254 mm)</p>	<p><b>Island</b></p>  <p>4.375" W × 6.875" H 111 mm × 175 mm</p>	<p><b>1/2 Page (Vertical)</b></p>  <p>3.25" W × 9.125" H 83 mm × 232 mm</p>	<p><b>1/2 Page (Horizontal)</b></p>  <p>6.875" W × 4.375" H 175 mm × 111 mm</p>	<p><b>1/3 Page (Horizontal)</b></p>  <p>6.875" W × 3" H 175 mm × 76 mm</p>
<p><b>1/3 Page (Vertical)</b></p>  <p>2.25" W × 9.125" H 57 mm × 232 mm</p>	<p><b>1/4 Page (Horizontal)</b></p>  <p>6.875" W × 2.25" H 175 mm × 57 mm</p>	<p><b>1/4 Page (Vertical)</b></p>  <p>3.25" W × 4.375" H 83 mm × 111 mm</p>	<p><b>Spread</b></p>  <p><b>Full Size w/Bleed</b> 16.25" W × 11" H (414 mm × 281 mm)</p> <p><b>Final Trim</b> 15.75" W × 10.5" H (400 mm × 267 mm)</p> <p><b>Live Area per Each Side of Spread</b> 15.25" W × 10" H (387 mm × 254 mm)</p>	

Digital Edition Sponsorship	
<b>Full page ad</b> (on the opening tab)	Please refer to PRINT specs
<b>Exclusive Leaderboard</b> (in the digital edition email)	600px × 160px 144 dpi File format :jpg
<b>Ad on the PT México Website</b> (Latest issue landing page)	728px × 90 px 970px × 250px 300px × 600px 144 dpi No borders File format:jpg



## DIGITAL DISPLAY ADVERTISING PAGE 16

**HOMEPAGE PREMIUM / ZONE PAGE PREMIUM**

<b>Sizes:</b>	<b>Resolution:</b> 144 dpi
- 728px × 90px	<b>File format:</b> jpg
- 970px × 250px	
- 300px × 250px	

**HOMEPAGE PREMIUM + / ZONE PAGE PREMIUM +**

<b>Sizes:</b>	- 160px × 600px
- 728px × 90px	- 300px × 600px
- 970px × 250px	- 320px × 50px
- 300px × 250px	
<b>Resolution:</b> 144 dpi	
<b>File format:</b> jpg	

## OFFSITE VIDEO REMARKETING PAGE 16

### Specifications

Provide Youtube video link + URL link to redirect the audience

Optional: Call to Action: 10 characters max.

Optional: Title: 15 characters max.



# GATED CONTENT PAGE 8

## Specifications

### COMPANY LOGO

300 dpi

File format: jpeg, jpg, png

Size: 150px width

### EBOOK INFORMATION (OPTION A)

- Provide a PDF (case study, technical information, e-book, etc)
- 3 Images related to the PDF (processes, materials, company, machinery, etc)
- Selection of target audience

# WEBINARS PAGE 9

## Specifications

### COMPANY LOGO

300 dpi

File format: jpeg, jpg, png

Size: 300px width

### WEBINAR INFORMATION (OPTION A)

Title, abstract, primary topics and content photos

### SPEAKER INFORMATION (OPTION A)

Name, title, bio, picture

\*Our marketing staff will contact you 2 months prior to your webinar date and send you the digital form to submit materials.



# DIRECT TRAFFIC PAGE 10

## Specifications

Social media: 3 high-res images and message

E-news: image and caption

Eprint: Email subject, headline, sub headline, message and image

\* Our marketing staff will contact you 3-4 weeks prior to your direct traffic marketing campaign start date and send you the digital form to submit materials.

# E-NEWSLETTERS PAGE 14

## E-Newsletter Weekly

### Package Options

#### Leaderboard

600px x 160px

144 dpi

File format: jpg

#### Video Ad

300px x 250px

144 dpi

No borders

File format: jpg

Title: 50 characters max

#### Technology Solutions Ad

300px x 250px

144 dpi

File format: jpg

Title: 50 characters max

Call to Action: 30 characters max

Body: 200 characters max

## E-Newsletter Monthly

### Package Options

#### Leaderboard

600px x 160px

144 dpi

File format: jpg

#### Video Ad

300px x 250px

144 dpi

No borders

File format: jpg

Title: 50 characters max

Call to Action: 30 characters max

max

Body: 200 characters max

**NOTE:** The actual video does not play in the e-newsletter. Ads will link to advertiser's website or YouTube. We will add a play button to your image.

#### Technology Solutions Ad

300px x 250px

144 dpi

File format: jpg

Title: 50 characters max

Call to Action: 30 characters max

Body: 200 characters max

# E-PRINTS PAGE 11

## Specifications

Email subject: 10 words max.

Section(s) information: headline, lead-in, body, image, call-to-action & URL

Note: Up to 5 sections per eprint

\*Our marketing staff will contact you 30 days prior to your e-print date and send you the digital forms for the selection of contacts and materials submission.

