

# WCTI, FTI & WFTI ADVERTISEMENT SPECIFICATIONS

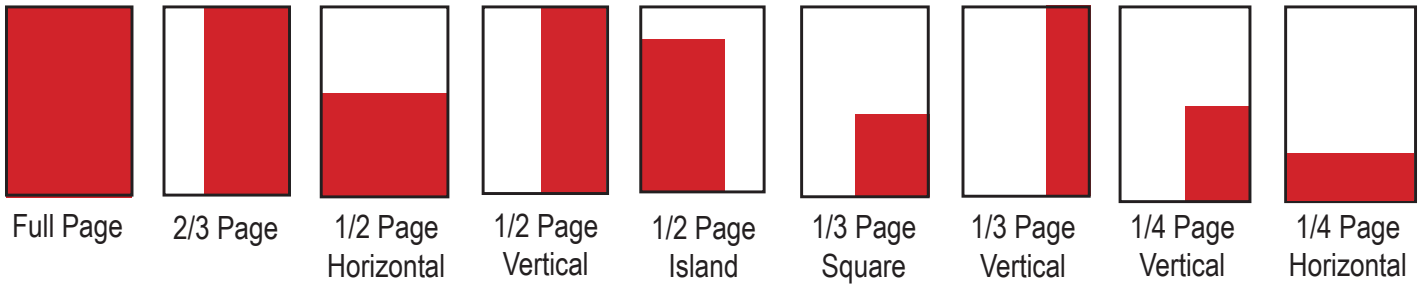
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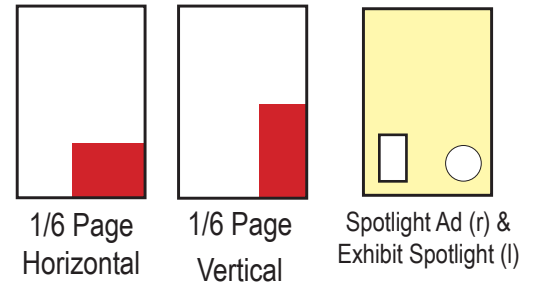
Wire Harness & Cable Connector



Fastener Focus



Ad Type	Width x Height (USA units)	Width X Height (metric units)
Full Page	see details below	see details below
2/3 Page	4.5" x 10"	114 x 254 mm
1/2 Page Horizontal	7" x 4.875"	178 X 124 mm
1/2 Page Vertical	3.375" x 9.75"	86 x 248 mm
1/2 Page Island	4.5" x 7.5"	114 x 190 mm
1/3 Page Vertical	2.1875" x 10"	56 x 254 mm
1/3 Page Square	4.5" x 4.875"	114 x 124 mm
1/4 Page Vertical	3.375" x 4.875"	86 x 124 mm
1/4 Page Horizontal	7" x 2.3125"	178 x 59 mm
1/6 Page Horizontal	4.5" x 2.3125"	114 x 59 mm
1/6 Page Vertical	2.1875" x 4.875"	56 x 124 mm
Spotlight Ad	3" diameter	76 mm diameter
Exhibit Spotlight	2.25" x 3.875"	57 x 98 mm



All our publications utilize computer-to-plate technology. Advertisement size specifications are the same for Wire & Cable Technology International (WCTI), Fastener Technology International (FTI) & Wire Forming Technology International (WFTI) magazines. Newsletter specs are shown in the box at the bottom of this page.

- ✓ Press ready PDF's are preferred, 300 dpi. Use process colors, CMYK format, instead of spot colors. High resolution JPG, TIF, PSD and EPS are also acceptable. Image files supplied in RGB format will be converted to CMYK.
- ✓ Files may be emailed or sent via a file sharing link (Dropbox or WeTransfer, for example).
- ✓ Magazine trim size is 8" x 10.75" (203 x 273 mm).
- ✓ Full page advertisements are usually setup for bleed; see full page details on the left.
- ✓ WCTI & FTI are perfect bound; WFTI is saddle stitched.

## FULL PAGE ADVERTISEMENT DETAILS: BLEED & NO-BLEED:

### Full Page advertisement with bleed:

Trim size: 8" wide x 10.75" tall (203 x 273 mm)

Bleed: 1/8" (3 mm) past trim on all sides for a total bleed size of 8.25" wide x 11" tall (210 x 280 mm)

Live Area: text and images not to be trimmed should be 0.25" (6 mm) inside of trim on all sides for a live area of 7.5" wide x 10.25" tall (190 x 260 mm)

### Full Page advertisement without bleed:

7.5" wide x 10.25" tall (190 x 260 mm)

NOTE: WCTI & FTI Annual Buyers' Guide trim is 5.5" x 8.5" (140 x 216 mm). Full page bleed ads: 1/8" (3 mm) past trim on all sides with live text and images 1/4" (6 mm) inside of trim.

**WCTI, FTI & WFTI MAGAZINE TRIM SIZE:**  
8" x 10.75" (203 x 273 mm)

**DIGITAL WEBSITE ADVERTISEMENTS:**  
Standard Banner: 300 wide x 250 tall  
Horizontal Banner: 728 wide x 90 tall  
(dimensions in pixels)

**DIGITAL EMAIL BLASTS: SEND HTML FILE,**  
no wider than 600 pixels.

## Newsletter Advertisements: WCTI's OVERVIEW & FTI's Fastener News Report

Standard Block: 2.1875" wide x 1.625" tall (56 x 41 mm, 210 x 156 pixels)

Double Block Horizontal: 4.375" wide x 1.625" tall (111 x 41 mm, 420 x 156 pixels)

Double Block Vertical: 2.1875" wide x 3.25" tall (56 x 83 mm, 210 x 312 pixels)

File format: high resolution PDF, JPG, TIF, PSD or EPS file

Newsletter Trim size: 8.5" x 11" (216 x 279 mm) • <https://wiretech.com/overview> • <https://fastenertech.com/news-report>

