

# MECHANICAL SPECIFICATIONS

## Printing

Web offset to SWOP standards  
Color rotation: K-C-M-Y

## Binding Method

Perfect bound

## Live Area

All type and live matter should be at least .25" from trim and gutter on each page

## Storage of Materials

All materials will be discarded 12 months after last use by the publisher unless otherwise advised in writing by advertiser or agency

## Manufacturing Engineering Junior Spreads

Ad Size: 15.5" X 5.75"  
Add .125" bleed to Left, Right and Foot  
Trim Size: 15.5" X 5.75"

## Smart Manufacturing Junior Spreads

Ad Size: 17.5" X 5.75"  
Add .125" bleed to Left, Right and Foot  
Trim Size: 17.5" X 5.75"

## Furnished Materials

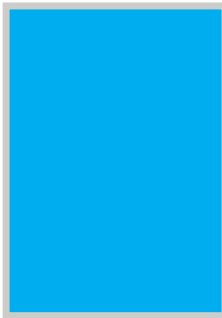
- Required materials: TIFF-IT/P1 or PDF X-1a files are preferred, generated using SME's Digital PDF Tech Notes. PDF Tech Notes are available at [www.sme.org/](http://www.sme.org/) advertising or by contacting SME Production at 313.425.3479.
- Proofs: ads must be accompanied by SWOP-certified proofs (10th edition — 2005)
- Screen: 133 lines/inch
- Four-color materials: The density of ink coverage should be no greater than 280% for all 4-color advertisements. Publisher and printer are not responsible for errors in keying.
- Submit furnished materials to SME's FTP site whenever possible.
- For best results, supplied PDFs should contain embedded fonts in their native vector format. Outlining of fonts is not necessary.

## Matched PMS Colors

Advertisers requiring matched PMS or spot color must specify number on their insertion order.

## Advertising insert specs and quotations

Call SME Advertising & Production at 313.425.3257



**Full Page  
Manufacturing  
Engineering**  
Bleed: 8" X 10.75"  
Trim: 7.75" X 10.5"  
Live Area: 7" X 10"



**2/3 Page  
Manufacturing  
Engineering**  
Ad Size: 4.5625" X 10"  
Bleed: 0"  
Trim: None



**Island  
1/2 Page  
Manufacturing  
Engineering**  
Ad Size: 4.5625" X 7.5"  
Bleed: 0"  
Trim: None



**Island  
1/2 Page  
Smart Manufacturing**  
Ad Size: 5.125" X 7.625"  
Bleed: 0"  
Trim: None

**2/3 Page  
Smart Manufacturing**  
Ad Size: 5.125" X 10.25"  
Bleed: 0"  
Trim: None

**Horizontal  
1/2 Page  
Manufacturing  
Engineering**  
Ad Size: 7" X 4.875"  
Bleed: 0"  
Trim: None

**Horizontal  
1/2 Page  
Smart Manufacturing**  
Ad Size: 8" X 4.875"  
Bleed: 0"  
Trim: None



**Vertical  
1/2 Page  
Manufacturing  
Engineering**  
Ad Size: 3.375" X 10"  
Bleed: 0"  
Trim: None



**Vertical  
1/2 Page  
Smart Manufacturing**  
Ad Size: 3.875" X 10.25"  
Bleed: 0"  
Trim: None

**1/4 Page  
Manufacturing  
Engineering**  
Ad Size: 3.375" X 4.875"  
Bleed: 0"  
Trim: None

**1/4 Page  
Smart Manufacturing**  
Ad Size: 3.875" X 4.875"  
Bleed: 0"  
Trim: None



**Vertical  
1/3 Page  
Manufacturing  
Engineering**  
Ad Size: 2.1875" X 10"  
Bleed: 0"  
Trim: None



**Vertical  
1/3 Page  
Smart Manufacturing**  
Ad Size: 2.625" X 10.25"  
Bleed: 0"  
Trim: None

**Square  
1/3 Page  
Manufacturing  
Engineering**  
Ad Size: 4.5625" X 4.875"  
Bleed: 0"  
Trim: None

**Square  
1/3 Page  
Smart Manufacturing**  
Ad Size: 5.125" X 4.875"  
Bleed: 0"  
Trim: None

\*Allow .125" on all bleeding edges