



Please send all materials to:
materials@lectrixgroup.com

EMAIL SPECIFICATIONS

NEWSLETTER:

- Headline + Maximum 60 words of text
- Image (static .jpeg or .png - 300w x 169h px)
- Web Link
- Email Address

CUSTOM EBLASTS:

- Please provide:
 - eBlast copy/text/subject line
 - Images in .jpeg or .png file format, 72 dpi, RGB color
 - Link(s) to your selected web pages, landing pages, registration pages, etc
 - HTML code and text files are accepted for email creation

THERMAL RESOURCES:

- Thermal Resources is sent on the third Wednesday of the month.
- Please provide:
 - Headline + Maximum 60 words of text
 - Image (static .jpeg or .gif - 280w x 218h px)
 - Your whitepaper, tech brief, application note or data sheet

PRINT PUBLICATIONS

WIDTH X HEIGHT

- Trim Size: 8.375" x 10.875"
- Bleed: .125"
- Live Area: 7" x 10"
- Press: Web offset
- Screen: 133-line
- Density: 240-300
- Binding: Saddle Stitched

NOTE: Please be sure to submit your *Electronics Cooling*[®] advertiser index listing information: <https://itemmedia.wufoo.com/forms/q18tvnbl0w7bqob/>

PRINT AD SPECIFICATIONS:

WIDTH X HEIGHT

- **FULL PAGE:** 8.375" x 10.875" | *Bleed: 8.875" x 11.375"
- **1/2 PAGE ISLAND:** 4.5" x 7.5" | No Bleed
- **1/2 PAGE HORIZONTAL:** 7" x 4.875" | No Bleed
- **1/2 PAGE VERTICAL:** 3.375" x 9.54" | No Bleed
- **1/4 PAGE:** 3.5" x 4.875" | No Bleed
- **File Format:** PDF
- **File Resolution:** High Resolution - 300dpi
- **File Color Code:** CMYK 4-Color Process

*Ads with bleed require crop marks on submitted PDF files.

WEB SPECIFICATIONS

WEBSITE POP UP ADS:

- 640w x 480h px, .png or .jpeg, used for screens larger than 1366 px wide (Desktop)
- 300w x 250h, .png or .jpeg, used for screens smaller than 1366 px wide (Mobile)
- Max File Size: 200 KB
- Ad must be provided in both dimensions to support the range of screen widths.

BILLBOARD ADS:

- 970w x 250h, .png or .jpeg, used for screens larger than 1366 px wide (Desktop)
- 320w x 50h, .png or .jpeg, used for screens smaller than 1366 px wide (Mobile)
- Max File Size: 120 KB
- Ad must be provided in both dimensions to support the range of screen widths.

IN-ARTICLE ADS:

- 728w x 90h, .png or .jpeg, used for screens larger than 1366 px wide (Desktop)
- 300w x 350h, .png or .jpeg, used for screens smaller than 1366 px wide (Mobile)
- Max File Size: 120 KB
- Ad must be provided in both dimensions to support the range of screen widths.

INDUSTRY SPONSOR PACKAGE:

- Medium Rectangle Dimensions: 300w x 250h px
- Leaderboard Dimensions: 728w x 90h px and 970w x 90h px*
- Max File Size: 200 KB
- Animation: 15 sec max
- File Type: JPG, GIF, PNG

Please contact us for specifics if interested in using HTML5.

CATEGORY SPONSOR PACKAGE:

- 2x Medium Rectangle Dimensions: 300w x 250h px
- 2x Leaderboard Dimensions: 728w x 90h px and 970w x 90h px
- Max File Size: 200 KB
- Animation: 15 sec max
- File Type: JPG, GIF, PNG

Please contact us for specifics if interested in using HTML5.

EBOOK AD SPECIFICATIONS:

WIDTH X HEIGHT

- Full Page Ad Size: 8.375" x 10.875"
- File Format: PDF, High-Res .jpg, .eps
- Preferred Color Code: RGB
- Bleed: .125" minimum