

### PRODUCTION CONTACT INFORMATION

#### Ad Management Services

Los Angeles, CA USA  
 Phone: +1 310 445 3766  
 Fax: +1 310 362 8808

#### Ad Materials

**FTP, Email, or Send to:**  
 UBM Canon  
 Attention: CMDM AMS  
 11444 W. Olympic Blvd.  
 Los Angeles, CA 90064-1549  
 USA

For more information visit [www.ubmcanon.com](http://www.ubmcanon.com) • [www.canonmediakit.com](http://www.canonmediakit.com) • [www.canonespecs.com](http://www.canonespecs.com)

### DIGITAL AD SPECIFICATIONS

**We require digital files. Acceptable formats are: PDF, EPS, TIFF or a Postscript file.** Files should be 300 dpi, CMYK, Grayscale, or Two-Color with fonts and images embedded. Any placed images should be at 100%, 300 dpi, and CMYK or Grayscale. Please do not submit native application files such as Quark, Illustrator, etc. Illustrator EPS files are acceptable if fonts are outlined and all images are embedded at 300 dpi.

**FTP:** UBM Canon has an FTP server available for your use when uploading advertising materials to *China Medical Device Manufacturer*. For directions on accessing the FTP server, including IP address and current passwords, as well as usage tips, visit [canonespecs.com](http://canonespecs.com). Compress your files by using Stuffit or Winzip to shrink large files and to protect from corruption. Color proofs should be mailed within one day of the FTP upload.

**Email:** Files can be emailed to us if they are 5 MB or smaller. Email should state publication name, issue number, advertiser name, contact name and contact telephone number. Compress your files by using Stuffit or Winzip to shrink large files and to protect from corruption. Color proofs should be mailed within one day of sending email. See [canonespecs.com](http://canonespecs.com) for email address.

**Acceptable Media:** We prefer you upload your ad to our FTP server or send it via email (see above), but you may also send your ad on CD. Please include a SWOP approved Iris, Kodak etc. proof of your ad from the file submitted. Clearly label your disc with advertiser name, issue number, ad headline, contact name and contact telephone number.

#### Screen Requirements:

2 – color 120 line, 133 maximum  
 4 – color 133 line, 150 maximum.

#### Density:

2 – color 185% maximum  
 4 – color process 300% maximum

**Bleeds:** Allow 1/8" on all sides. Keep live matter 3/8" from trim, head, foot and binding edge. Keep crop marks outside of live area.

**Trim Size:** 210mm × 286mm

(8 3/4" × 11 1/4")

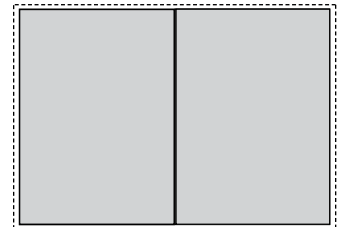
**Binding:** Perfect bound

**Preflight:** All digital ads undergo a preflight inspection process. If an error is detected, the advertiser or agency will be notified immediately. A corrected digital ad file must be resubmitted and accompanied by a new proof, and written instructions to replace and purge the previously submitted file.

#### Ad Space Units

##### 2 Page Spread

Bleed:  
 16 3/4" x 11 1/2"  
 425mm x 292mm  
 Live Area:  
 15 1/4" x 10 1/2"  
 400mm x 267mm



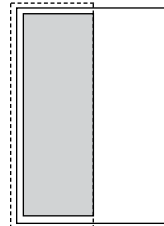
##### Full Page



Bleed  
 8 1/2" x 11 1/2"  
 216mm x 292mm  
 (live area not to exceed  
 non-bleed size centered)

Non-Bleed  
 7 1/2" x 10 1/2"  
 191mm x 267mm

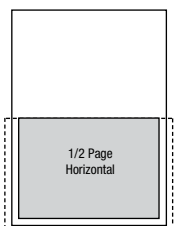
##### 1/2 Page Vertical



Bleed  
 4 1/4" x 11 1/2"  
 108mm x 292mm  
 (live area not to exceed 3 1/4" x 10 1/2"  
 83mm x 267mm centered)

Non-Bleed  
 4 5/8" x 10"  
 85mm x 254mm

##### 1/2 Page



Bleed  
 8 1/2" x 5 3/4"  
 216mm x 146mm

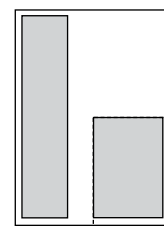
Non-Bleed  
 7" x 4 3/4"  
 188mm x 124mm

##### 1/2 Page Island



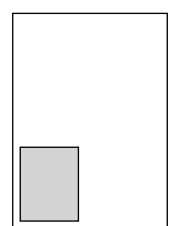
Non-Bleed  
 4 1/2" x 7 1/2"  
 115mm x 190mm

##### 1/3 Page



Non-Bleed Vertical  
 2 3/8" x 10"  
 56mm x 254mm  
 1/3 Square  
 4 1/2" x 4 1/2"  
 115mm x 123mm

##### 1/4 Page



1/4 Page  
 3 3/8" x 4 1/8"  
 86mm x 123mm