

EUROPEAN MEDICAL DEVICE MANUFACTURER



A Canon Communications LLC publication

*The Source Book**

PRODUCTION CONTACT INFORMATION

Ad Management Services

Los Angeles, CA USA
Phone: +1 310 445 4217
Fax: +1 310 445 4209
Email: ams@cancom.com

Ad Materials

Send to:
Canon Communications LLC
Attention: EMDM-AMS
11444 W. Olympic Blvd.
Los Angeles, CA 90064-1549
USA

Insertion Orders

Send to:
European Headquarters
Canon Communications LLC
Kent House LLC
Romaney Place,
Maidstone, KENT ME15 6LH, UK
Fax: +44 1622 66187

Insertion Orders

Send to:
North American Headquarters
Canon Communications LLC
Attention: EMDM-Sales
11444 W. Olympic Blvd.
Los Angeles, CA 90064-1549
Fax +1 310 445 3799

For more information visit www.cancom.com • www.canonmediakit.com • 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.

Acceptable Media: 650 or 700 MB CD or Zip 100. Please include a SWOP approved Iris, Kodak etc. proof of your ad from the file submitted. Clearly label your disk with advertiser name, issue number, ad headline, contact name and contact telephone number.

FTP Server available: Canon Communications has an FTP server available for your use when uploading advertising materials to *European Medical Device Manufacturer*. For directions on accessing the FTP server, including IP address and current passwords, as well as usage tips, visit 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 a day of the FTP upload.

Email available: Files can be emailed to ams@cancom.com if they are 5 mbs or smaller. Email should state publication name, issue number, advertiser name, contact name and contact telephone number, or fill out a Digital Ad Checklist found at 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 a day of the email transmission.

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: 257mm x 362mm
(10- 1/8" x 14- 1/4")

Binding: Saddle-stitched

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

Ad Space Units

2 Page Spread

Bleed:
20 1/2" x 14 1/2"
521mm x 368mm

2 Page Spread

Non-bleed:
19 1/8" x 13 3/16"
486mm x 338mm

1/2 Page Island Spread

Bleed: 13 1/4" x 10 3/4"
337mm x 273mm
(live area not to exceed 12 1/2" x 9 1/2" / 311mm x 248mm centered)

Non-Bleed:

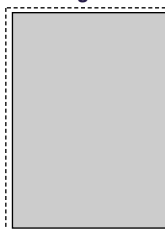
13" x 10"
330mm x 254mm

1/2 Page Horizontal Spread

Bleed: 20 1/2" x 7 1/4"
521mm x 184mm
(live area not to exceed 19 1/2" x 6 1/4" / 495mm x 159mm)

Non-Bleed: 19 1/4" x 6 1/2"
489mm x 165mm

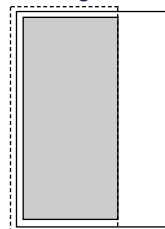
Full Page



Bleed
10 3/8" x 14 1/2"
264mm x 368mm
(live area not to exceed non-bleed size centered)

Non-Bleed
9 3/8" x 13 3/16"
238mm x 338mm

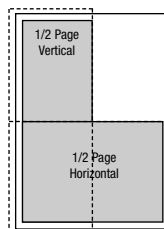
2/3 Page Vertical



Bleed
6 3/4" x 14 1/2"
172mm x 368mm
(live area not to exceed 146mm x 343mm / 53/4" x 131 1/2" centered)

Non-Bleed
6" x 13 3/16"
152mm x 338mm

1/2 Page

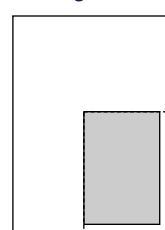


Bleed Vertical
5 1/4" x 14 1/2"
133mm x 368mm
(live area not to exceed 180mm x 343mm / 4 1/4" x 13 1/2" centered)

Non-Bleed Vertical
4 3/8" x 13 3/16"
111mm x 338mm

Bleed Horizontal
10 3/8" x 7 3/8"
264mm x 187mm
(live area not to exceed 238mm x 162mm / 9 1/4" x 6 1/4" centered)

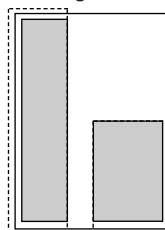
1/2 Page Island



Bleed
6 3/4" x 10 3/4"
172mm x 273mm
(live area not to exceed 146mm x 248mm centered 5 3/4" x 9 3/4")

Non-Bleed
6" x 10"
151mm x 254mm

1/3 Page

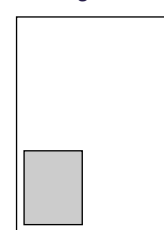


Bleed Vertical
3 3/8" x 14 1/2"
92mm x 368mm
(live area not to exceed 67mm x 343 / 2 3/8" x 13 1/2" centered)

Non-Bleed Vertical
2 7/8" x 13 3/16"
73mm x 338mm

1/3 Square
6" x 6 1/2"
151mm x 165mm

1/4 Page



1/4 Page
4 3/8" x 6 1/2"
111mm x 165mm

*The Source Book has specifications of Medical Device Technology 226mm x 276mm (8- 7/8" x 10- 7/8").