

## 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: MDT AMS  
11444 W. Olympic Blvd.  
Los Angeles, CA 90064-1549  
USA

### Insertion Orders Send to:

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

European Headquarters  
Canon Communications LLC  
Kent House  
Romney Place, Maidstone  
Kent ME15 6LH, UK  
Fax: +44 1622 661687

For more information visit [www.cancom.com](http://www.cancom.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.

**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 *Medical Device Technology*. 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 a day of the FTP upload.

**Email available:** Files can be emailed to [ams@cancom.com](mailto: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](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 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:** 226mm x 276mm  
(8.88" x 10.88")

### Binding: Perfect bound

**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

457mm x 283mm  
18" x 11.13"  
(live area not to exceed 438mm x 264mm/17.25" x 10.38")

#### 2 Page Spread Non-bleed

438mm x 264mm  
17.25" x 10.38"

#### 2/3 Page Horizontal

195mm x 165mm  
7.68" x 6.5"

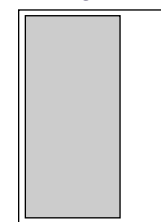
#### Full Page



**Bleed:**  
232mm x 283mm  
9.13" x 11.13"  
(live area not to exceed non-bleed size centered)

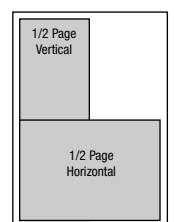
**Non-Bleed:**  
213mm x 264mm  
8.38" x 10.38"

#### 2/3 Page Vertical



132mm x 255mm  
5.2" x 10.04"

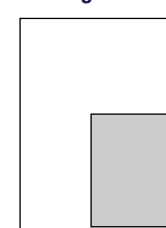
#### 1/2 Page



**Vertical:**  
93mm x 255mm  
3.66" x 10.04"

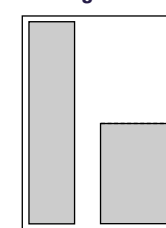
**Horizontal:**  
195mm x 123mm  
7.68" x 4.84"

#### 1/2 Page Island



126mm x 165mm  
4.96" x 6.5"

#### 1/3 Page

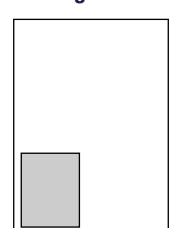


**Vertical:**  
60mm x 255mm  
2.36" x 10.04"

**Horizontal:**  
195mm x 80mm  
7.68" x 3.15"

**Square:**  
126mm x 123mm  
8.96" x 4.84"

#### 1/4 Page



1/4 Page  
93mm x 123mm  
3.66" x 4.84"