

Electronic Advertising Files:

Press-ready Adobe PDF files (preferred)

EPS Files (Note: When saving as EPS file, be sure to include tiff images in CMYK and supply a list of fonts that are used within that file. Send EPS files on CD along with original application file with digital proofs — color if applicable).

Proofing: For color ads, 1 SWOP press proof with color bars or off-press proof.

Email ads to: magazineads@ieee.org

FTP:

- 1) connect to ftp at <ftp://subway.ieee.org> (do not use www or http)
- 2) use "anonymous" to login. No password required.
- 3) go to "Magazines" directory and select the "Ads" directory
- 4) upload files/folders to "toieee" folder.
- 5) Notify IEEE staff at <mailto:f.spagnoli@ieee.org> when files are posted.

*****Please note which magazine this is appearing in & the issue date

NOTE:

We cannot be held accountable or responsible for any electronic files which have not been prepared correctly. The Advertiser and or its Agency accept full responsibility for the accuracy and integrity of the supplied electronic files.

Publisher is not accountable for any 4/color ad supplied without a color proof and reserves the right the right to rebill for any costs incurred in outputting improperly prepared materials.

Our production staff reserves the right to reject electronic ad material, which will not process or reproduce correctly to meet quality standards, or that are missing elements, such as fonts or high-resolution graphics.

If we are asked to troubleshoot supplied files, there will be charge of \$100 per hour, with a one-hour minimum charge. These charges will be added to the invoice.

For further Information please contact:

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IEEE Media

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