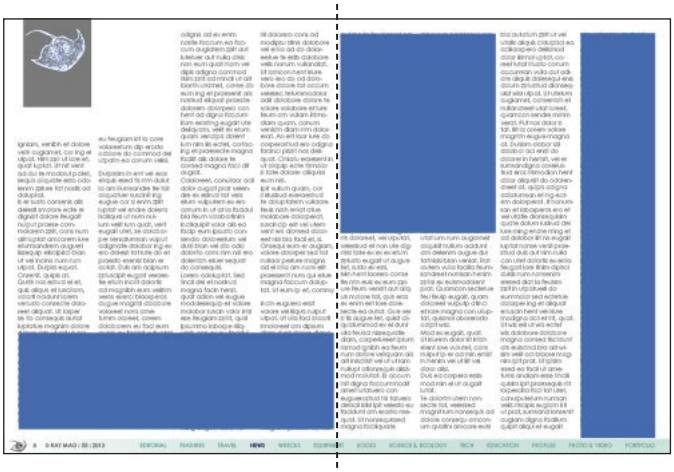
The Basics — Quick Reference

Artwork formats, dimensions and submission information

#1 Magazine advertisements



Double page (US Letter format) - a.k.a. a 'spread'

The quarter-page advertisement is available in three formats:

Left:	1/4 page horizontal - 203 x 62mm
Center:	1/4 page regular - 100 x 128mm
Right:	1/4 page vertical - 48 x 260mm

Please specify which format you intend to supply.

Required file format: **PDF** (*not* jpg or tiff)

Bleed and crop marks are not required.

Submission deadlines

Current artwork submission deadlines for upcoming magazine issues are always listed at the bottom of our Advertising & Media Information page: xray-mag.com/Advertising

#2 Website Banner Advertising

You may submit up to five different 300 × 250 banner designs for rotation.

300 x 250 pixels — Medium Rectangle

Required file format: **jpg, gif, webp, png - or HTML5**
Max file size: **100kb total, max load 40kb.**
HTML5: Submit as zip-file

Banner artwork may be replaced or updated at any time during the campaign.

Sample banner shown in approximately life size