



MAKING OUR AUDIENCE YOUR CUSTOMERS



# Marketplace Advertising Specs

## PRINT ADVERTISING SPECIFICATIONS

Format	3 columns
Printing process	Web offset
Binding method	Saddle stitched
Line screen	133
Ink density	not to exceed 300%
Color	CMYK
Crop marks	Offset 1/8"

CIO requires digital files only:  
PDF/x-1a and color accurate digital proofs.

## AD DIMENSIONS

	LIVE
Full page	7.125" x 9.375"
1/2 page	7.125" x 4.625"
1/4 page	3.5" x 4.625"
1/8 page	3.5" x 2.25"

All Marketplace ads will include a 1 pt. border.

Please contact our Production Department at 508.935.4591 for additional information. Send print insertion orders and print ad materials to:

Advertising/Production Dept.  
IDG Enterprise  
492 Old Connecticut Path  
Framingham, MA 01701  
Fax: 508.620.2999



For more information contact your CIO sales executive ([www.ciomediakit.com/contacts.html](http://www.ciomediakit.com/contacts.html)).