

PRODUCT INFORMATION & DATA PAGE

EEM Data Page Section consists of a company's data page(s). Products must be manufactured by or branded by the advertiser and a published print or online specification sheet must be available for verification. Verification documentation must be sent to the **EEM** editorial department for review. All products that appear on Advertisers purchased data page must be relevant to the family & section in which it is placed. The minimal requirements for a product page must include:

Product Specifications:

- Electrical Characteristics
- Mechanical Specifications
- Description of Features
- Physical Dimensions

Applications Information

Manufacturer Information

- Address
- Phone/Fax
- Website

Graphics:

- Photo
- Illustration or Drawing
- Charts

No Display Advertisements Permitted in this section

ADVERTISER PROOFS

PDF Proofs are sent to advertisers and/or agencies for approval when time permits. The proofs must be returned by the deadline date.

Advertisers are cautioned to check page proofs completely for accuracy.

* All PDF requirements can be obtained on **EEM2.com** or by calling the **EEM** production department 516-227-1325

SUPPLIED MATERIALS

Product Index

Film Format: High Res PDF/300 DPI* or EPS File
Ad Size: 1/8 pg. 3-3/16" w x 2-3/8" h
 1/4 pg. 3-3/16" w x 4-3/4" h
 1/2v pg. 3-3/16" w x 9-1/2" h
 Full Page 6-5/8" w x 9-1/2" h
Line Screen: 133
Color: 4-color process
Media: Email • CD-ROM

Manufacturers Index

Film Format: High Res PDF/300 DPI* or EPS File
Ad Size: 1/8 pg. 3-3/16" w x 2-3/8" h
 1/4 pg. 3-3/16" w x 4-3/4" h
 1/2v pg. 3-3/16" w x 9-1/2" h
Line Screen: 133
Color: Black/white
Tints: 20%
Media: Email • CD-ROM

Product Info Page

Film Format: High Res PDF/300 DPI* or EPS File
Trim Size: 7-5/8" width x 10-1/2" height
Live Area: 6-3/4" width x 9-5/8" height
Line Screen: 85 dpi
Tints: 20% minimum
Color: Black/white with no bleed
Media: Email • CD-ROM

Distributors Index

Film Format: High Res PDF/300 DPI* or EPS File
Ad Size: 1/8 pg. 3-3/16" w x 2-3/8" h
 1/4 pg. 3-3/16" w x 4-3/4" h
 1/2v pg. 3-3/16" w x 9-1/2" h
 Full Page 6-5/8" w x 9-1/2" h
Line Screen: 133
Color: Black/white
Media: Email • CD-ROM

Special Positions

COVERS/ FLYLEAFS/ DIVIDERS
Film Format: High Res PDF/300 DPI*
Trim Size: 7-5/8" width x 10-1/2" height
Live Area: 7" width x 9-7/8" height
Color: 4-color process
Line Screen: 133
Bleed: 1/4"
Media: Email • CD-ROM

SPINES Contact the Art Director

Closing Dates: Space Reservations: July 1, 2007