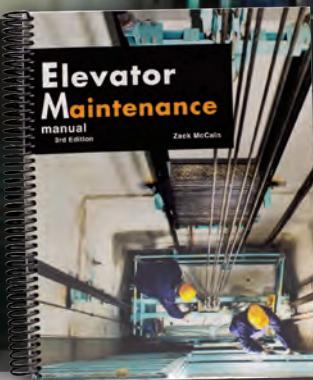
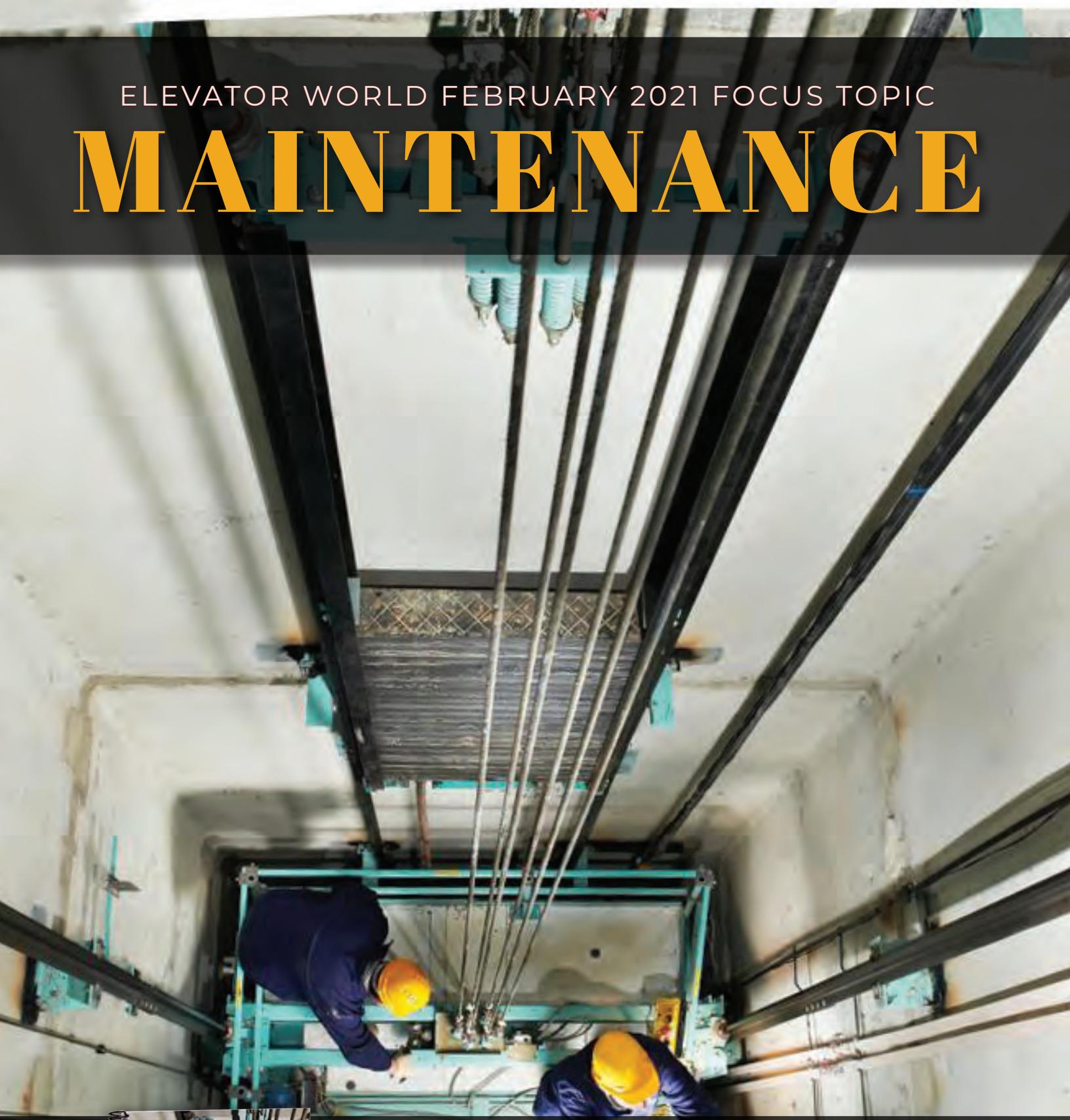


ELEVATOR WORLD FEBRUARY 2021 FOCUS TOPIC

MAINTENANCE



Bonus Distribution: ExpoElevador 2021 - Brazil*

To submit editorial, contact:

Angie Baldwin: +1.251.479.4514, Ext 30

Email: editorial@elevatorworld.com

Editorial Deadline - **December 15, 2020**

To sponsor or advertise, contact:

Scott O. Brown: +1.251.479.4514, Ext 31

Email: advertising@elevatorworld.com

Advertising Deadline - **January 4, 2021**

*All trade shows/events under bonus distribution are subject to change due to the COVID-19 pandemic.

Discounts - 5 -20%

Additional discounts available with multiple

advertisements, publications or products.

Contact your sales representative for more details.

ELEVATOR WORLD & SOURCE DIRECTORY SPECIAL DISPLAY RATES						ELEVATOR WORLD MONTHLY MAGAZINE & SOURCE DIRECTORY RATES						
Double Page Spread	Inside Front Cover	Inside Back Cover	Back Cover	Front Cover	Tabs (Source only)	Full Page	2/3 Page	1/2 Page	1/2 Island	1/3 Page	1/3 Island	1/4 Page
\$5,495	\$5,000	\$5,000	\$5,500	\$7,500	\$6,000	\$2,995	\$2,895	\$2,495	\$2,895	\$2,295	\$2,415	\$1,795

ELEVATOR WORLD EUROPE SPECIAL DISPLAY RATES						ELEVATOR WORLD EUROPE RATES						
Double Page Spread	Inside Front Cover	Inside Back Cover	Back Cover	Front Cover	First Page	Full Page	2/3 Page	1/2 Page	1/2 Island	1/3 Page	1/3 Island	1/4 Page
\$4,472	\$3,766	\$3,766	\$4,707	Quote	\$2,825	\$2,472	\$1,883	\$1,600	\$1,883	\$1,265	\$1,400	\$1,000
€3,800	€3,200	€3,200	€4,000	Quote	€2,400	€2,100	€1,600	€1,360	€1,600	€1,075	€1,190	€850

REGIONAL PUBLICATIONS SPECIAL DISPLAY RATES EW TURKEY • EW INDIA • EW UNITED KINGDOM • EW MIDDLE EAST • SUBIR & BAJAR						REGIONAL PUBLICATIONS RATES EW TURKEY • EW INDIA • EW UNITED KINGDOM • EW MIDDLE EAST • SUBIR & BAJAR						
Double Page Spread	Inside Front Cover	Inside Back Cover	Back Cover	Front Cover	First Page	Full Page	2/3 Page	1/2 Page	1/2 Island	1/3 Page	1/3 Island	1/4 Page
\$2,750	\$3,350	\$3,350	\$4,150	\$4,000	\$1,840	\$1,600	\$1,250	\$1,000	\$1,250	\$800	\$900	\$650
€2,337	€2,846	€2,846	€3,526	€3,399	€1,564	€1,360	€1,062	€850	€1,062	€680	€765	€552
£2,100	£2,558	£2,558	£3,169	£3,054	£1,405	£1,222	£955	£764	£955	£611	£687	£496
188,500 INR	225,000 INR	225,000 INR	285,000 INR	275,000 INR	125,000 INR	105,000 INR	85,500 INR	68,500 INR	85,500 INR	54,500 INR	61,500 INR	44,00 INR



MARKETPLACE RATES		
1/8 Page	1/4 Page	1/2 Page
\$350	\$600	\$950
€297	€510	€809
£267	£458	£725
22,000 INR	38,00 INR	61,000 INR



SPECIFICATIONS

Ad Sizes - All Publications**

Page trim size	8-3/8" x 10-7/8"	(212.73 x 276.23mm)	1/2 Horizontal	7-1/2" x 4-3/4"	(190.5 x 120.65mm)
Double-Page Spread*	16" x 9-5/8"	(406.4 x 244.48mm)	1/2 Island	4-7/8" x 7-1/4"	(123.82 x 184.15mm)
Double-Page - Bleed*	17-1/4" x 11-1/8"	(438.15 x 282.58mm)	1/3 Vertical	2-5/16" x 9-3/4"	(58.74 x 247.65mm)
Full Bleed Page	at least 8.632" x 11-1/8"	(219.5 x 282.58mm)	1/3 Horizontal	7-1/2" x 3-1/8"	(190.5 x 79.375mm)
Full Page Live Area	7-1/2" x 9-3/4"	(190.5 x 247.65mm)	1/3 Island	4-7/8" x 4-3/4"	(123.83 x 120.65mm)
2/3 Vertical	4-7/8" x 9-3/4"	(123.87 x 247.65mm)	1/4 Vertical	3-5/8" x 4-3/4"	(92.08 x 120.65mm)
2/3 Horizontal	7-1/2" x 6-3/8"	(190.5 x 161.93mm)	1/4 Horizontal	7-1/2" x 2-1/4"	(190.5 x 57.15mm)
1/2 Vertical	3-5/8" x 9-3/4"	(92.08 x 247.65mm)	1/8 Horizontal ***	3-5/8" x 2-1/8"	(92.08 x 53.98mm)

Artwork Requirements -

- Accepted file formats: Creative Cloud 2019. InDesign can be saved down to CS6 or CS5.
- CMYK color mode or grayscale at minimum 300 dpi.
- All black backgrounds must be in 75C, 66M, 59Y, 100K.
- Outline fonts if possible.
- Total ink density should not exceed 305%.
- 1/8-inch bleed for ads requiring bleeds.
- Materials may be submitted via email, WeTransfer or DropBox. Files should not exceed 15 MB.
- All files printed "as is" unless accompanied by layered PSD file.
- .gif and .png are **NOT** accepted file formats.

*On Spreads allow 1/8" (.58mm) for gutter ** not available in Subir & Bajar see page 11

*** Marketplace only