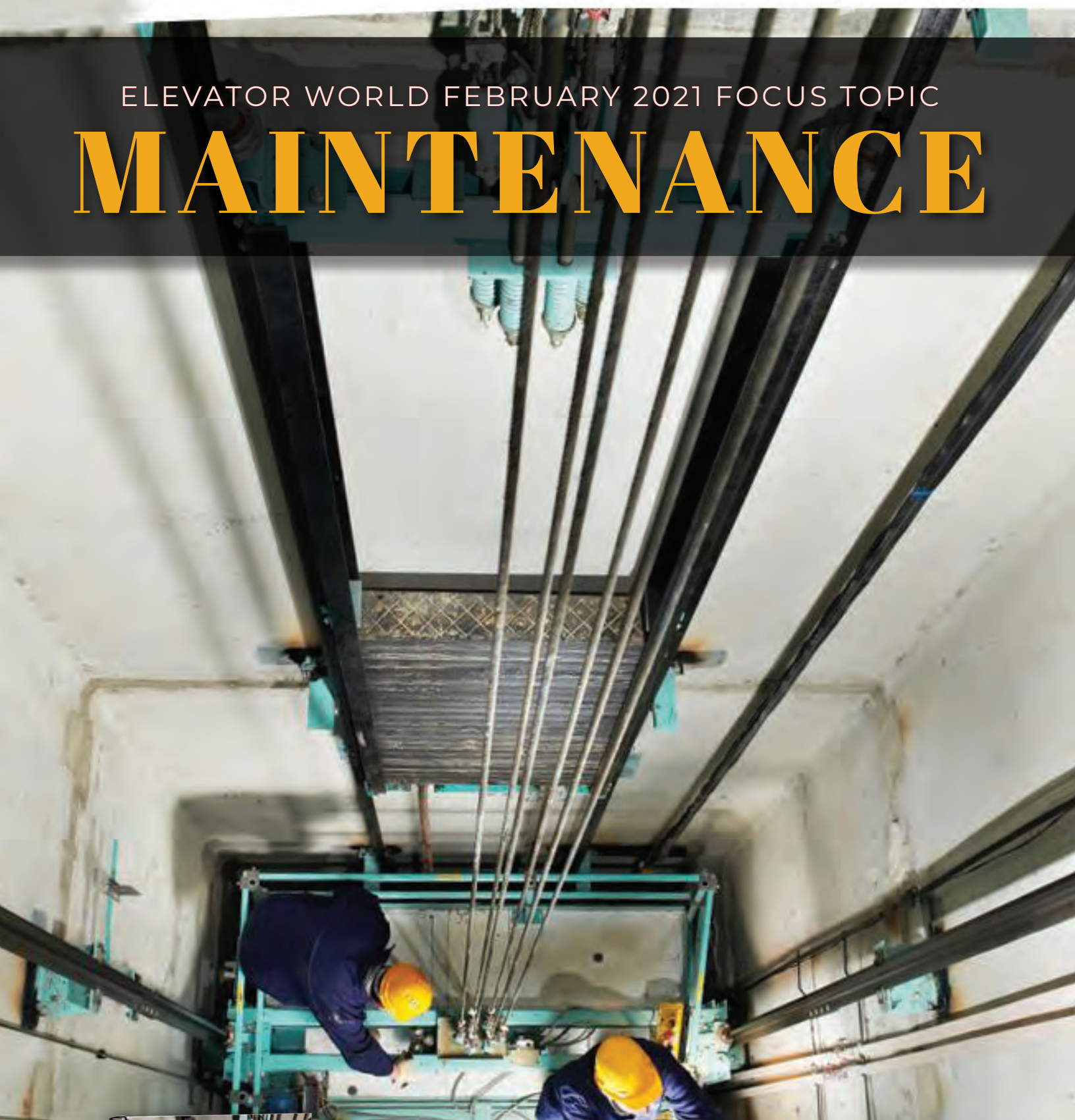


ELEVATOR WORLD FEBRUARY 2021 FOCUS TOPIC

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	

Ask us about
our front cover
sponsorships!

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

Ask us about
our belly
bands!

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