



Please send all materials to:  
[materials@lectrixgroup.com](mailto:materials@lectrixgroup.com)

## ASIAN SPECIFICATIONS

### INTERFERENCE TECHNOLOGY CHINA

All materials must be received no later than three weeks before your scheduled date. Your eBlast can be sent on any weekday except Thursdays. Please provide:

- eBlast copy/text
- Images in .jpeg or .png file format, 72 dpi, RGB color
- Link(s) to your selected web pages, landing pages, registration pages, etc
- HTML code and text files are accepted for email creation

**NOTE:** Broadcast dates must be selected at time of booking. Dates may be changed after booking subject to availability, but invoicing will occur based upon your initial selected date, and payment required in full, net 30 days.

### INTERFERENCE TECHNOLOGY JAPAN WEB BANNER SPECIFICATIONS:

**Dimensions:** Width x Height

**Formats:** .gif, .jpeg or Flash accepted

- **Leaderboard:** 728 x 90 px, 72 dpi, 30k or less
- **Push Down**
  - Collapsed: 970 x 66 px, 60k or less
  - Expanded: 970 x 418 px, 110k or less
- **Right Rectangular Banner 1:** 300 x 250 px, 72 dpi, 40k or less
- **Right Rectangular Banner 2:** 300 x 250 px, 72 dpi, 40k or less
- **Side Kick 1: Expanded:** 850 x 700 px, 72 dpi, 110k or less
- **Side Kick 2: Expanded:** 300 x 600 px, 72 dpi, 110k or less
- **Text Banner:** 144 Japanese Characters
- **Skyscraper:** 300 x 600 px, 72 dpi, 40k or less
- **Page Peel (Non-Animated)**
  - Peel: 900 x 600 px, 72 dpi, 40k or less
  - Dog Ear: 75 x 75 px, 72 dpi, 100k or less

### AD SPECIFICATIONS:

**Ad Dimensions:** Width x Height

*\*Ads with bleed require crop marks on submitted PDF files.*

- **FULL PAGE / A4**
  - Trim Size: 210 mm x 280 mm**
  - Live Area: 190 mm x 260 mm**
  - \*Full Bleed Size: 216 mm x 286 mm**
- **1/2 PAGE HORIZONTAL**
  - 190 mm x 130 mm | No Bleed**
- **1/2 PAGE VERTICAL**
  - 90 mm x 260 mm | No Bleed**