

WCTI COMPANY PROFILES

www.wiretech.com

Wire Harness & Cable Connector

Wire & Cable Technology international (WCTI) magazine produces a Company Profiles section once every year, and it appears in the July/August issue.

All full-page and half-page advertisers in the issue mentioned above will receive an equally-sized **Company Profile**, for no extra charge. The relevant specifications are shown below as well as some samples. Please note that all half-page profiles will be produced in horizontal orientations.

Materials to Supply: Advertisers can send text and images files for WCTI to assemble a Company Profile for review or they can supply a finished high-resolution PDF of their Company Profile for placement on a 40% CMYK yellow background.

Please note that we allow design flexibility for the customer-supplied PDFs,
but it is our intention that profiles look like profiles and not advertisments.

Company Profile Text and Image File Guidelines:

Full-Page Word Count: 250-1000 with the average being about 500
Full-Page Images: one to five plus a company logo
Half-Page Word Count: 150-600 with the average being about 250
Half-Page Images: one to four plus a company logo

Please note that we adjust the font size and letting depending on the number of words and images, and that as the number of images goes up, the number of words that can fit properly usually goes down.

Ready-to-Place Company Profile PDFs Sizes:

Full-Page: 7.375" wide x 10.25" tall (187 x 260 mm) Half-Page: 7" wide x 4.875" tall (178 x 124 mm)

<u>Deadline</u>: All Company Profiles need to be produced, reviewed and approved by customers by June 13, 2025. Extensions can be provided when needed.















