

MAGAZINE **NEW!**

Editorial Calendar & Specifications

Print and digital magazine delivering in-depth solutions.

SPRING 2022

Our pre-OFC issue will focus on what to expect at the show as well as advances in optical component and optical transceiver technology. We'll also look at the race to 800G and beyond both inside and outside the data center.

Ad close: 1/20/22

Materials due: 1/25/22

Show Distribution: OFC

SUMMER 2022

Our June issue will target the latest in fiber to the home (FTTH) as a prelude to the Fiber Broadband Association's Fiber Connect event later in the month. We'll also cover the latest in optical transport technology.

Ad close: 4/29/22

Materials due: 5/4/22

Show Distribution:

Fiber Connect, ISE

FALL 2022

September will see ECOC 2022 and SCTE Cable-Tec Expo overlap – and you'll find relevant coverage for attendees of both shows in this issue of Lightwave. We'll tell readers what to watch for at both shows as well as examine how cable operators are using optical technology to advance their 10G and business services initiatives.

Ad close: 8/3/22

Materials due: 8/8/22

Show Distribution:

ECOC, SCTE Cable-Tec Expo, BICSI Fall

	FULL PAGE SPREAD	FULL PAGE	2/3 PAGE	1/2 PAGE
Ad Size				
Shape	----	----	Vertical	Horizontal
Trim (W X H)	15.5 x 10.5" 393.7mm x 266.7mm	7.75 x 10.5" 196.85mm x 266.7mm	5 x 10.5" 127mm x 266.7mm	7.75 x 5.375" 196.85mm x 136.525mm
Bleed	15.75 x 10.75" 400.05mm x 273.05mm	8 x 10.75" 203.2mm x 273.05mm	5.25 x 10.75" 133.35mm x 273.05mm	8 x 5.625" 203.2mm x 142.875mm
Live	15 x 10" 381mm x 254mm	7.25 x 10" 184.15mm x 254mm	4.5 x 10" 114.3mm x 254mm	7.25 x 4.875" 184.15mm x 123.825mm
Non-Bleed	n/a	n/a	4.375 x 9.5" 111.125mm x 241.3mm	4.4375 x 7.375" 112.7125mm x 187.325mm

MAGAZINE SPECS

Publication trim size: 7.75" x 10.5" (196.85mm x 266.7mm)

Creative Specifications:

- Format (hi-resolution, full color):
 - PDF with PDF/X-1a option (preferred), InDesign, Quark XPress, Illustrator, Photoshop
- Required supplementary items:
 - Fonts (embedded), Images (CMYK color space), Artwork (CMYK color space)

Materials Due: No Later than then Material Due date on the Editorial Calendar.

Send Ads to: For files up to 10MB, please email your ad to: ebm-admaterial@endeavorb2b.com. Please include advertiser name, publication name, and issue date.

To FTP transfer: For large files over 10MB, please send via ftp, such as the free service: www.wetransfer.com. Please use ebm-admaterial@endeavorb2b.com in the [Email To] field for your upload. Please include advertiser name, publication name, and issue date in the message field.

CLICK HERE TO LEARN MORE ABOUT THE **DIGITAL EDITION RICH MEDIA OPPORTUNITIES >>**