

DIGITAL FILE REQUIREMENTS FOR PRINT ADS:

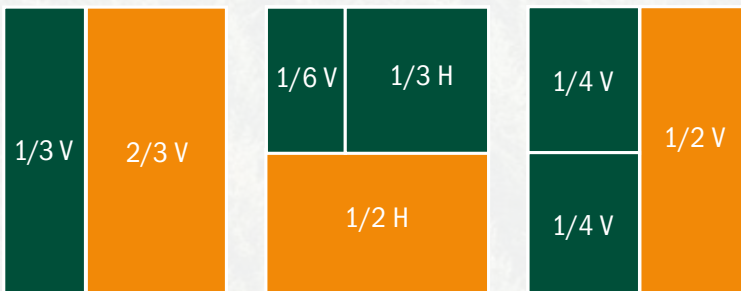
The most effective way to ensure your files will print without error is to provide a press-ready PDF (please see the below specifications). PDFs are the preferred file format; however, we can accept tiff, jpg, eps file formats and all files that are compatible with Adobe Creative Suite 6 or older as long as they follow the below specifications:

- All fonts and images are embedded in the file.
- CMYK color mode (*spot, lab, index and RGB colors are not accepted*).
- The file and all images it contains need to have a resolution of 300 dpi or higher.
- The ink density limit should remain below 300%.

PAGE SIZE: Page Trim size = 8.125" x 10.875"

LIVE AREA: Please keep all major text/graphics a minimum of 1/2" away from the page trim to ensure text/graphics will not be cut off during the trim process.

Ad Size	Width	x Height
2-Page Spread (<i>includes bleed</i>)	16.5"	x 11.125"
Full Page (<i>includes bleed</i>)	8.375"	x 11.125"
2/3 Page (<i>vertical</i>)	4.625"	x 10"
1/2 Page (<i>vertical</i>)	3.375"	x 10"
1/2 Page (<i>horizontal</i>)	7.125"	x 4.875"
1/3 Page (<i>vertical</i>)	2.25"	x 10"
1/3 Page (<i>horizontal</i>)	4.625"	x 4.875"
1/4 Page (<i>vertical</i>)	3.375"	x 4.875"
1/6 Page (<i>vertical</i>)	2.25"	x 4.875"
Product Highlight	2.25"	x 4.875"



DIGITAL ADVERTISING

eNewsletter

Sent daily (Mon. – Fri.) to a minimum of 10,000 e-mail addresses.

TOWER: 300 X 600 px

TEXT: Headline Ad and URL

eNEWS BANNER: 340 x 90 px



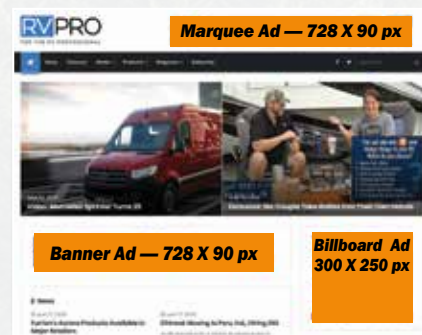
Website

MARQUEE: 728 x 90 (desktop), 465 x 60 (tablet), and 320 x 50 (smartphone)

BANNER: 728 x 90 (desktop), 465 x 60 (tablet), and 320 x 50 (smartphone)

TOWER: 300 x 600 (desktop) and 300 x 250 (tablet & smartphone)

BILLBOARD: 300 x 250 (desktop & tablet) and 234 x 60 (smartphone)



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