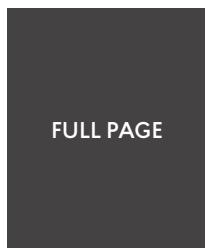
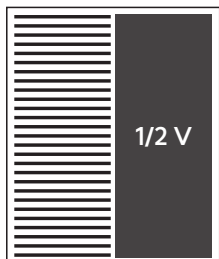


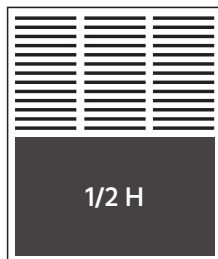
18" x 10.875"  
(include .125" on all sides for bleed)



9" x 10.875"  
(include .125" on all sides for bleed)



3.75" x 9.875"



8" x 4.875"

### MECHANICAL INFORMATION

**PRINTING /** Web-offset presses

**BINDING /** Perfect bound

**TRIM SIZE /** 9" x 10.875"

**LIVE MATTER /** Text and any graphics that should not trim must be at least .25" from the trim.

**BLEED /** At least .125" bleed over trim on all sides. (Full Page/Spread ads only)

**SPREAD /** Live matter must be at least .375" from gutter.

### DIGITAL FILE REQUIREMENTS

No application files will be accepted.

**PDF FILE REQUIREMENTS /** Must be high-resolution, print-ready PDF-X1a.

**EPS FILE REQUIREMENTS /** Must be 100% size. Please embed all images and convert all fonts to outlines.

**TIFF FILE REQUIREMENTS /** Must be 100% size. Please flatten any layers.

All images used in design must be 300 dpi and CMYK color profile. If you wish to use PMS or spot colors, notify your Account Manager, as additional charges will be applied.

The publisher will not be held responsible for color running incorrectly if a SWOP-certified digital color proof is not submitted by the advertiser/agency. A SWOP digital color proof should be submitted at 100% ad size by materials due date. The Production Coordinator should be notified in advance if a proof is needed. Laser or inkjet proofs at 100% are acceptable for content only, but cannot be used to guarantee color.

Do **NOT** include printer's marks (crop marks, registration marks, etc.) in the bleed of your file submission. All printer marks should be offset from the trim by .125". If these marks are included in the bleed of the file, there is a chance these marks will be printed in the final product.

### 2016 PRINT AD MATERIAL DEADLINES

ISSUE	SPACE CLOSING	MATERIALS DUE
January/February	01/19/2016	01/28/2016
March	02/16/2016	02/26/2016
April	03/17/2016	03/30/2016
May	04/20/2016	05/02/2016
June/July	06/10/2016	06/20/2016
August	07/11/2016	07/21/2016
September	08/10/2016	08/22/2016
Awards Issue	09/02/2016	09/22/2016
December/January 2017	11/08/2016	11/18/2016

### DIGITAL FILE SUBMISSION PROCEDURES



#### WEB-ENABLED UPLOAD

Visit our upload link at <http://upload.stmediagroup.com> to send your files electronically. Select "Package Design-Advertising" from the dropdown menu. When submitting multiple files, please include them all in one compressed folder (ZIP). After your upload is complete, the production coordinator will receive an automated e-mail.



#### MAIL

You can send your digital files via CD or DVD to Mark Kissling, *Package Design*, 11262 Cornell Park Dr., Cincinnati, OH 45242. Submitted media will not be returned unless requested.

### PRINT PRODUCTION CONTACT

#### MARK KISSLING

O: 513.263.9399 F: 513.744.6999

E: [mark.kissling@stmediagroup.com](mailto:mark.kissling@stmediagroup.com)

### DIGITAL AD DEADLINES

All digital ad materials are due **no later than 5 business days** before the ad is scheduled to go live. The materials must be uploaded by the deadline to ensure timely deployment.

### WEB BANNER ADVERTISING

#### RUN-OF-SITE ADVERTISEMENTS

Run-of-site graphic ads appear throughout the entire site, excluding sponsored channel pages.

#### AD UNIT TYPES

- Top Leaderboard
- Half Page
- Medium Rectangle
- Bottom Leaderboard
- Footer Links

**EXCLUSIVE CHANNEL SPONSORSHIPS** include the following ad units within the selected channel: Top Leaderboard, Half Page, Medium Rectangle, Bottom Leaderboard and 5 Channel Sponsor Links.

**FOOTER LINKS** include a link and one line of text and appear at the bottom of each page.

**PRESTITIALS** are 640 x 480 px ads that display as the home page loads. They display one at a time and are limited to one view per day per user.

### WEB SPECIFICATIONS

Graphic Ad Unit Type	Dimensions	Max. File Size	Preferred Formats
Top Leaderboard	728 x 90 px	50K	JPG, GIF, PNG
Half Page	300 x 600 px	50K	JPG, GIF, PNG
Medium Rectangle	300 x 250 px	50K	JPG, GIF, PNG
Bottom Leaderboard	728 x 90 px	50K	JPG, GIF, PNG
Prestitial	640 x 480 px	75K	JPG, GIF, PNG

Please visit [www.stmediagroupintl.com/specs](http://www.stmediagroupintl.com/specs) for more detailed specifications.

### E-MAIL SPECIFICATIONS

Graphic Ad Unit	Dimensions	Max. File Size	Acceptable Formats
Showcase Image	220 x 220 px	25K	JPG, GIF, PNG
Wide Rectangle	600 x 100 px	25K	JPG, GIF, PNG
Medium Rectangle	300 x 250 px	25K	JPG, GIF, PNG

### PACKAGE DESIGN MATTERS NEWSLETTER

Newsletters provide the opportunity to advertise alongside editorial content.

#### NEWSLETTER AD UNITS INCLUDE:

- Primary Wide Rectangle
- Primary Medium Rectangle
- Showcase Ad (220 x 220 px image plus maximum 300-character description)
- Secondary Wide Rectangle
- Secondary Medium Rectangle

Please e-mail destination URLs to your production contact.

Flash, HTML, Javascript, ActiveX, or other scripting are **NOT** permitted. Third-party ad serving is accepted.

Animated GIFs are not supported by all e-mail clients. Ensure your ad contains all vital details on the first frame.

### PACKAGE DESIGN RESOURCE SHOWCASE

Resource Showcases highlight up to 12 products or services within one e-mail. Each listing contains an image, headline, company name and link.

#### PLEASE SEND THE FOLLOWING FOR ALL RESOURCE SHOWCASE ADS:

- Company Name (how you want it to appear)
- Headline (maximum 7 words)
- Image (220 x 220 px)
- Destination URL

Acceptable file formats for showcase images include JPG, GIF, and PNG.

If you want your logo to appear in your listing, please incorporate it into your image.

### E-MAIL ANNOUNCEMENTS

#### THE FOLLOWING MUST BE INCLUDED IN SUBMISSION MATERIALS FOR ANNOUNCEMENTS:

- HTML and text versions of the message
- Subject line
- E-mail addresses for inquiries, approval, and final distribution

Once all materials are received, the e-mail will be loaded in the distribution system. A draft will be sent to the specified contact address for approval. Clients must respond within one business day of receiving the draft to ensure timely delivery.

Because e-mail software varies in code support, HTML e-mails will render differently in each program. Clients are responsible for coding and testing all HTML messages to ensure proper appearance prior to submission. ST Media Group cannot be held responsible for improper display of an HTML e-mail.

### DIGITAL EDITION SPECIFICATIONS

Ad Unit	Size (W x H)	Preferred Formats
Ad Across from Cover	7.2" x 8.7"	High Res. PDF only
Leaderboard	728 x 54 px (72 dpi)	Static or Animated JPG, GIF, PNG
Toolbar Buttons	88 x 31 px (72 dpi)	Static or Animated JPG, GIF, PNG
Belly Band	9" x 5" or 1350 x 750 px (150 dpi)	High Res. PDF or HTML 5
Drop Card	6" x 4" or 900 x 600 px (150 dpi)	High Res. PDF or HTML 5

**PLEASE NOTE:** Any HTML5 files must be provided having all functionality and hyperlinks included. ST Media Group will not edit HTML5 files.

### DIGITAL PRODUCTION CONTACT

#### LINDA VOLZ

O: 513.263.9398 F: 513.744.6998  
E: [linda.volz@stmediagroup.com](mailto:linda.volz@stmediagroup.com)

#### WEB-ENABLED UPLOAD

Visit our upload link at <http://upload.stmediagroup.com> to send your files electronically. Select "ST Online Department" from the dropdown menu. When submitting multiple files, please include them all in one compressed folder (ZIP). After your upload is complete, the production coordinator will receive an automated e-mail.

#### PLEASE NOTE:

ST Media Group does not provide technical support.