



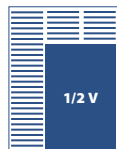
16" x 10.875"
(include .125" on all sides for bleed)



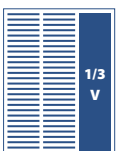
8" x 10.875"
(include .125" on all sides for bleed)



4.5625" x 10"



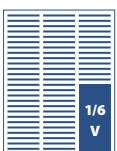
H: 7" x 4.875"
V: 4.5625" x 7.5"



H: 4.5625" x 4.875"
V: 2.1875" x 10"



H: 7" x 2.3125"
V: 3.25" x 4.875"



H: 4.5625" x 2.3125"
V: 2.1875" x 4.875"



**SIGNSOFTHE
TIMES**
**PRODUCT
SPOTLIGHT AD**
2.25" x 4.5"

DESIGN YOUR OWN AD

Digital file should be 300 dpi, CMYK color profile.

WE DESIGN YOUR AD

Provide us with one product shot (300 dpi, CMYK), and up to 75 words of ad copy, including contact information.

MECHANICAL INFORMATION

PRINTING / Web-offset presses

TRIM SIZE / 8" 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

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.

2017 PRINT AD MATERIAL DEADLINES

ISSUE	SPACE CLOSING	MATERIALS DUE
January	11/17/2016	12/01/2016
February	01/04/2017	01/13/2017
Buyers' Guide	02/02/2017	02/10/2017
March	02/02/2017	02/10/2017
April	02/27/2017	03/08/2017
May	03/22/2017	03/31/2017
June	05/01/2017	05/11/2017
July	05/30/2017	06/08/2017
August	06/22/2017	07/06/2017
September	07/28/2017	08/10/2017
October	08/28/2017	09/07/2017
November	09/28/2017	10/05/2017
December	10/23/2017	11/02/2017

DIGITAL FILE SUBMISSION PROCEDURES



WEB-ENABLED UPLOAD

Visit our upload link at <http://upload.stmediagroup.com> to send your files electronically. Select "Signs of the Times - 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 Linda Volz, Signs of the Times, 11262 Cornell Park Dr., Cincinnati, OH 45242. Submitted media will not be returned unless requested.

PRODUCTION CONTACT

LINDA VOLZ

o: 513.263.9398 f: 513.744.6998

e: linda.volz@stmediagroup.com

DIGITAL AD MATERIAL DEADLINES

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

WEB BANNER ADVERTISING

RUN-OF-SITE ADVERTISEMENTS

appear through the entire site, excluding sponsored channel pages.

EXCLUSIVE CHANNEL SPONSORSHIPS

include all available graphic ad units on every page within the selected channel.

ADS WITH VIDEO EMBEDDED

are banner ads that have a video embedded using YouTube, Vimeo, or another video hosting service. Depending on the size of the video and the ad, you can also include other text and images.

WELCOME AD (PRESTITIAL)

is a 640 x 480 ad that displays as the home page loads. It is limited to one view per day per user.

FOOTER LINKS

include a link and up to 250 characters of text. These appear at the bottom of each page.

WEB SPECIFICATIONS

GRAPHIC AD UNIT	DIMENSIONS	MAXIMUM FILE SIZE	PREFERRED FORMATS*
Leaderboard	728 x 90 px	50K	JPG, GIF, PNG, HTML5
Wide Skyscraper	160 x 600 px	50K	JPG, GIF, PNG, HTML5
Medium Rectangle	300 x 250 px	50K	JPG, GIF, PNG, HTML5
Standard Banner	468 x 60 px	50K	JPG, GIF, PNG, HTML5
Welcome Ad (Prestitial)	640 x 480 px	150K	JPG, GIF, PNG

*Third party ad serving is accepted on all web graphic ad units except the Welcome Ad. Flash ads are not accepted for any web graphic ad units. If using HTML5, please follow the guidelines found on www.stmediagroupintl.com/specs.

These are just the basic guidelines for web and e-mail advertising.

For complete details, please visit

www.stmediagroupintl.com/specs

EMAIL SPECIFICATIONS

GRAPHIC AD UNIT	DIMENSIONS	MAXIMUM FILE SIZE	ACCEPTABLE FORMATS
Wide Rectangle	600 x 100 px	25K	JPG, GIF, PNG
Medium Rectangle	300 x 250 px	25K	JPG, GIF, PNG
Product Ad	220 x 220 px	25K	JPG, GIF, PNG

E-NEWSLETTERS

E-Newsletters provide the opportunity to advertise alongside editorial content.

E-Newsletter ad units include:

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

Due to e-mail client restrictions, Flash, HTML, Javascript, ActiveX, or other scripting are NOT permitted. Third-party ad serving is accepted.

Please e-mail the destination URL for your ad to the production department.

Animated GIFs are not supported by all e-mail clients. Ensure your ads are effective and contain vital details on the first frame.

E-SHOWCASES

E-Showcases highlight multiple products or services within one e-mail. Each listing contains an image, headline, company name, text, and link.

Please send the following for all E-Showcase ads:

- Product Ad (220 x 220 px)
- Company Name (how you want it to appear on the showcase)
- Headline (maximum 7 words)
- Description (maximum 300 characters)
- Destination URL

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

If you want your logo to appear in your listing, please incorporate it into your showcase 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
- Your opt out / suppression list

Once all materials are received, the e-mail will be created in the distribution system. A draft will be sent to the specified contact address for approval. Clients must respond to the draft promptly to ensure timely delivery.

PLEASE NOTE: HTML emails render differently on each email client and device. Therefore, clients are responsible for coding their HTML emails for proper display prior to submission. Please test all code at www.putsmail.com before submitting materials. ST Media Group may provide HTML coding support for an additional fee.

DIGITAL EDITION SPECIFICATIONS

AD UNIT	SIZE (W X H)	PREFERRED FORMATS
Ad Left of Cover	6.4" 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	8" x 5" or 1200 x 750 px (150 dpi)	High Res. PDF or HTML5
Drop Card	6" x 4" or 900 x 600 px (150 dpi)	High Res. PDF or HTML5

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

PRODUCTION CONTACT

LINDA VOLZ

O: 513.263.9398 **F:** 513.744.6998 **E:** linda.volz@stmediagroup.com

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PLEASE NOTE: ST Media Group does not provide technical support.