vmsd

PRINT ADVERTISING SPECS

SPREAD

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

FULL PAGE

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

2/3

5.1875" x 10"

1/2 HORZ

8" x 4.875"

1/2 VERT

3.75" x 10"

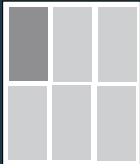**1/3**

2.5" x 10"

1/3 HORZ

5.1875" x 4.875"

1/4 VERT
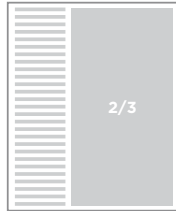
3.75" x 4.875"

PRODUCT/SERVICE SHOWCASE AD
2.5" x 4.875"

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 / 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
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-res, 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.

2019 PRINT AD MATERIAL DEADLINES

ISSUE	SPACE CLOSING	MATERIALS DUE
Jan/Feb Look Book	01/04/2019	01/11/2019
March	01/29/2019	02/08/2019
April	02/26/2019	03/08/2019
May	04/02/2019	04/12/2019
June	04/30/2019	05/10/2019
July/August	06/28/2019	07/12/2019
September	07/30/2019	08/09/2019
October	08/26/2019	09/06/2019
November/December	10/28/2019	11/08/2019

DIGITAL FILE SUBMISSION PROCEDURES

WEB-ENABLED UPLOAD
Visit our upload link at http://upload.stmediagroup.com to send your files electronically. Select "Visual Merchandising and Store 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 Kristen Gaddis, *VMSD*, 11262 Cornell Park Dr., Cincinnati, OH 45242. Submitted media will not be returned unless requested.

PRINT PRODUCTION CONTACT

KRISTEN GADDIS

O: 513.263.9399 **F:** 513.744.6999
E: kristen.gaddis@stmediagroup.com

DIGITAL ADVERTISING SPECS

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WEB BANNER ADVERTISING

RUN-OF-SITE ADVERTISEMENTS
rotate with other advertisers throughout 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 px ad that displays as the home page loads. It is limited to one view per day per user.

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

WEB SPECIFICATIONS

AD UNIT	SIZE (W X H)	MAXIMUM FILE SIZE	PREFERRED FORMATS*
Top Leaderboard	728 x 90 px	50K	JPG, GIF, PNG, HTML5
Large Rectangle	300 x 600 px	50K	JPG, GIF, PNG, HTML5
Medium Rectangle	300 x 250 px	50K	JPG, GIF, PNG, HTML5
Bottom Leaderboard	728 x 90 px	50K	JPG, GIF, PNG, HTML5
Welcome Ad (Prestitial)	640 x 480 px	150K	JPG, GIF, PNG, HTML5

*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

AD UNIT	SIZE (W X H)	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 or Showcase Image	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, so make sure your ads contain all vital details on the first frame.

VISUAL SHOWCASES

Visual Showcases highlight up to 12 products or services within one e-mail. Designed to be visually engaging, each listing contains an image, headline, company name, and link.

Please send the following for all Visual Showcase ads:
- Showcase Image (220 x 220 px)
- Company Name (how you want it to appear on the showcase)
- Headline (maximum 7 words)
- Destination URL

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

If you want your logo to appear with 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

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 within one business day of receiving the draft 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	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 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.

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 to the FTP server by the deadline to ensure timely deployment.

DIGITAL PRODUCTION CONTACT
DIANE JONES-DUNHAM
O: 513.263.9324 **F:** 513.744.6924
E: diane.jonesdunham@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.