

DIGITAL SPECIFICATIONS

REQUIREMENTS FOR CLIENT FURNISHED DIGITAL FILES.

Client must provide files for **BOTH** -- MOBILE & DESKTOP PLATFORMS.

Colors: 3/C process (Red, Green, Blue (RGB))

Prepared files must be supplied as JPEG or PNG file at 150 DPI.

*TO LINK AD TO A URL, PLEASE PROVIDE THE LINK IN A SEPARATE DOCUMENT.

DESKTOP REQUIREMENTS



FULL PAGE: 2560 pixels x 1440 pixels

HALF PAGE: 1260 pixels x 1440 pixels

QUARTER PAGE: 1230 pixels x 675 pixels

EXAMPLES OF DESKTOP PLATFORM:

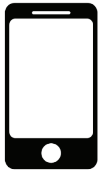
FULL PAGE (DESKTOP):



HALF & QUARTER PAGES (DESKTOP):



MOBILE REQUIREMENTS



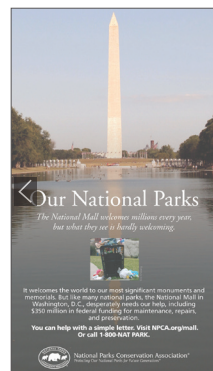
FULL PAGE: 1280 pixels x 2272 pixels

HALF PAGE: 1280 pixels x 1110 pixels

QUARTER PAGE: 600 pixels x 1098 pixels

EXAMPLES OF MOBILE PLATFORM:

FULL PAGE (MOBILE):



HALF & QUARTER PAGES (MOBILE):



NATIVE FILES:

- Artwork done using InDesign, Photoshop and Illustrator is preferred.
- Please make sure to include all fonts and images.

FILE SUBMISSION INFORMATION:

- Digital files under 15MB may be emailed. All files exceeding 15MB must be delivered electronically over ftp.
- Ftp instructions may be provided upon request.
- We can pull the ad off your FTP site if provided access information. (Username, Password, Etc.)
- We can also accept ads via links. (Hightail, Dropbox, WeTransfer, Google Docs, Etc.)