

MECHANICAL PRINT SPECIFICATIONS

Digital data is required for all ad submissions. The preferred format is PDF/X-1a. Files should be press-optimized (high-resolution 300 dpi), CMYK and have all fonts embedded. All files should be submitted through the Questex ad portal at <https://questex.sendmyad.com>. Home Media is computer-to-plate. The advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to the publisher.

Web Portal Submissions

■ Upload ad materials to:

[https://questex.sendmyad.com/](https://questex.sendmyad.com)

Register: Create a **Username** and **Password**

■ To place ad materials: Click Send My Ad button; choose **Home Media** from the drop down menu; fill out ad information; upload file and submit

■ For a demonstration on how to use the site, go to: <http://www.sendmyad.com/index.php?link=Demo>

Send a SWOP-Certified proof To:

RRD-Pontiac

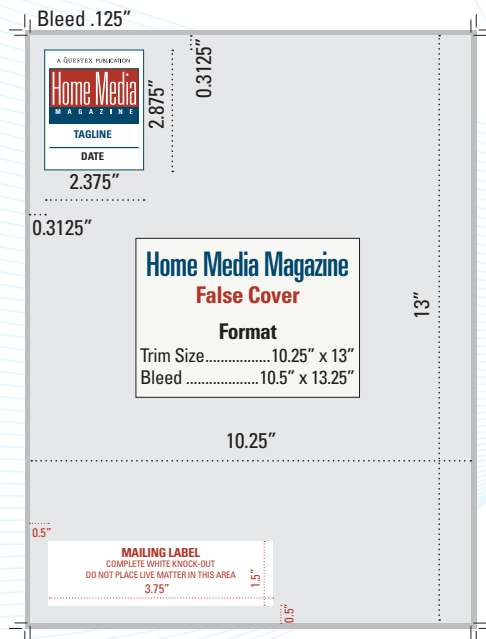
Home Media/ISSUE DATE HERE

Lynn Rich

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PRINT SPECIFICATIONS

TABLOID DIMENSIONS

Ad Size	Width	Depth
Tab page	10.25"	13"
Tab spread	20.5"	13"
Tab 1/2 page spread (H bleed)	20.5"	5.625"
Tab 1/2 page spread (H non-bleed)	20"	5.25"
Tab 1/2 page (H bleed)	10.25"	5.625"
Tab 1/2 page (H non-bleed)	9.5"	5.25"
Tab 1/3 page (H bleed)	10.25"	3.25"
Tab 1/3 page (H non-bleed)	9.5"	2.75"
Tab 1/3 page (V bleed)	4.25"	13"
Tab 1/3 page (V non-bleed)	3.5"	12.125"
Tab 1/3 page square (non-bleed)	5.25"	6.375"
Tab 1/6 page (H non-bleed)	5.5"	2.75"
Tab 1/6 page (V non-bleed)	3.5"	5.375"
Tab 1/6 page Strip (H non-bleed)	9"	1.125"
Jr. page (bleed)	7.875"	9.625"
Jr. page (non-bleed)	7.25"	9"
Jr. spread (bleed)†	15.5"	9.875"
Jr. spread (non-bleed)	15.25"	9.125"

STANDARD DIMENSIONS

Ad Size	Width	Depth
Standard full page	8"	10.75"
Standard spread	16"	10.75"
Standard 1/2 Page (H bleed)	8"	5"
Standard 1/2 Page (H non-bleed)	7"	4.875"
Standard 1/4 Page (H non-bleed)	7"	2.375"

IMPORTANT NOTES

Bleed Advertisements:

Add 0.125" to top, bottom, left, and right for bleed.

Live Copy:

Live copy MUST be 0.25" inside the trim on all four sides plus 0.125" on each side of the gutter for spreads.

† Jr. spread (bleed) is listed at bleed size. DO NOT add bleed as it is already included. Live area is 0.375" inside trim at top and sides, and 0.625" at bottom.

WEBSITE & E-NEWSLETTER SPECIFICATIONS

Website

Leaderboard

1. 728 x 90
2. GIF, JPG, Rich Media

Box

1. 300 x 250
2. GIF, JPG, Rich Media

Skyscraper

1. 160 x 600
2. GIF, JPG, Rich Media

Daily E-Newsletter, Monthly E-newsletter and Digital Edition E-mail Announcement

Leaderboard

1. 728 x 90
2. GIF, JPG

Skyscraper

1. 160 x 600
2. GIF, JPG

Screening Room

Skyscraper

1. 160 x 600
2. GIF, JPG

Streaming Video

1. Frame: 720 x 480
D1/DV NTSC
2. Audio: 48000,
16-Stereo
3. .avi, .mov, .wmv,
.flv, .movie

Send Digital Ad Materials To:

Ad Manager

e-mail: admanager@questex.com
Contact your sales representative with questions.

1. Send materials for newsletters and site placements separately.
2. When submitting materials to Ad Manager, use the following naming conventions within the subject line:
 - Site placements:**
 - Advertiser Name / Campaign Name
 - Site
 - Live Date
 - Newsletter placements:**
 - Advertiser Name / Campaign Name
 - Email Name
 - Launch Date
3. Deadlines: Material deadlines are due as follows:
 - Site placements:** Three (3) days prior to campaign start date
 - Newsletter placements:** Five (5) days prior to campaign start date

Late materials may not be posted on time.
4. File Formats:
 - Site placements:** GIF, JPG, PNG, FLASH and other rich media formats
 - Newsletter placements:** GIF, JPG, PNG
 - File size:** All file sizes must be under 100k for loading purposes.
5. Animation: No limits on animation loops. Creative that is considered annoying or hampers the user experience (i.e., big bright, flashing colors) will not be accepted. User initiated sound only is accepted.
6. Rich Media (Site Placements Only): Flash, DHTML, Java, third-party tags, streaming video, Enliven, image maps. Please call if the rich media you are using is not listed. If you intend to do any work with Flash, please contact admanager@questex.com ahead of time as there are some design considerations that need to be made in order for Flash ads to work with our ad serving software.
The click URL must be received separately from the SWF file. Please do not embed the click URL in the code.
7. Third-party ad tags are accepted. The click URL must be received separately from any third-party tag, even if it's embedded in the code.



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