

# PRINT

## FILE REQUIREMENTS

Our production department is Mac-based and uses computer-to-plate technology. We prefer press-ready PDF-X1a files (file must include bleed, trim marks and exact trim size: 9" x 10 7/8").

**IMAGES:** Photographic images must meet the following guidelines: 300dpi resolution, CMYK or Gray scale (convert all RGB images to CMYK). Pantone (PMS) colors will be converted to CMYK and we will not be held responsible for color shifts due to conversion. We also accept native files created with Adobe InDesign, Photoshop, or Illustrator.

**TRAPPING:** All items in the document must be trapped to fit. We DO NOT provide trapping, and will not be responsible for undesirable results due to improper trapping.

**PROOFS:** A color proof of your ad is recommended. Publisher cannot guarantee reproduction of ads without a SWOP industry standard proof. Proofs should be output at 100%. Digital proofs and laser prints are not considered accurate in color and will be treated as "content verification only" proofs. A digital proof must accompany all ad files uploaded to our File Transfer site. A SWOP standard proof should also be sent in the mail. A list of SWOP-certified proofing systems can be found at [www.swop.org](http://www.swop.org).

**MATERIAL STORAGE:** Printing material will be stored for 12 months and then destroyed unless advised otherwise.

## Press Information

**PRINTING:** Web Offset

**BINDING:** Perfect (Glued)

**COLOR:** Black and White, 2-Color and 4-Color Screen: 200 lpi (stochastic)  
**4-COLOR DENSITY:** Maximum 300%.

Provided only one color is solid.

**INKING:** Use Specifications for Web Offset on 60 lb.

Machine Coated.

**ROTATION OF COLORS:**

Black, cyan, magenta, yellow, -Web

## PRODUCTION CHARGES:

All rates are based on client-supplied final artwork. Production services are available through the publisher at an additional charge. Ad materials will be stored for two years and then discarded.

## Agency Commission

A 15% commission applies to recognized agencies with satisfactory credit rating if paid within 30 days of billing date.

## Terms

30 days net to companies with satisfactory credit rating. Otherwise, balance due is payable in advance of publication.

A service charge of 1.5% per month (18% per year) is charged on all balances not paid within 30 days of invoice date. When contracted advertising frequencies are not completed, the advertiser/agency will be re-billed at the rate earned for all advertising during the contract year.

## Publisher's Protective Clause

The publisher reserves the right to alter or reject any copy which it feels is not in keeping with the publication's standards. Advertisers and/or advertising agencies assume complete liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any/all claims arising therefrom made against the publisher and agree to hold it harmless.

## File Transmission

- 1 Go to <http://transfer.iands.design>
- 2 The user-name is I&S and the password is Transfer (case sensitive)
- 3 Click on the blue arrow located at the top of the screen and follow the prompts to upload the file(s).
- 4 E-mail [candy.holub@stamats.com](mailto:candy.holub@stamats.com), once the transfer is complete. Please include the name of your files.

## DEADLINES

**JANUARY/FEBRUARY | Health & Wellness**

Advertising Close Date: 1/14 | Advertising Material Due Date: 1/21

**MARCH/APRIL | Climate (all things sustainability)**

Advertising Close Date: 3/18 | Advertising Material Due Date: 3/25

**MAY/JUNE | Hybrid (working + learning + living)**

Advertising Close Date: 5/3 | Advertising Material Due Date: 5/10

**JULY/AUGUST | Travel**

Advertising Close Date: 7/15 | Advertising Material Due Date: 7/22

**SEPTEMBER/OCTOBER | The Business of Design**

Advertising Close Date: 9/16 | Advertising Material Due Date: 9/23

**NOVEMBER/DECEMBER | Purpose**

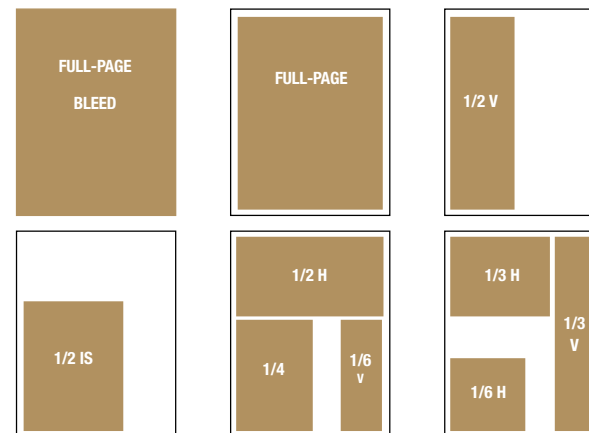
Advertising Close Date: 11/11 | Advertising Material Due Date: 11/18

## MECHANICAL REQUIREMENTS

AD SIZE	WITHOUT BLEED	WITH BLEED
Full Page	8 1/2" x 10"	9 1/2" x 11 3/8"
1/2 Page (Island)	5 1/2" x 7 5/8"	N/A
1/2 Page (Horiz)	8 1/4" x 4 7/8"	9 1/2" x 5 3/8"
1/2 Page (Vert)	4 3/16" x 10"	4 5/8" x 11 3/8"
1/3 Page (Horiz)	5 3/8" x 4 7/8"	N/A
1/3 Page (Vert)	2 3/4" x 10"	3 1/4" x 11 3/8"
1/4 Page	4" x 4 7/8"	N/A
1/6 Page (Horiz)	4" x 3 3/8"	N/A
1/6 Page (Vert)	2 1/2" x 4 7/8"	N/A
Design Library (Vert)	1 7/8" x 4 1/2"	N/A
2 Page Spread*	17 1/2" x 9 7/8"	18 1/2" x 11 1/8"

\*Supply as two single facing pages, set to the trim size (9" x 10.875"),

with .25" bleed on all outside edges. No gutter bleed is required.



## SEND ADVERTISING MATERIALS TO:

Materials@iandsdesign.com  
 ATTN: Candy Holub | 319.861.5025

# ONLINE

## E-NEWSLETTER

LEADERBOARD: 728 x 90 pixels

BANNER: 468 x 60 pixels

FEATURED SPONSOR: 75-words including headline and linking text, image size: 130 x 130 pixels

## ONLINE DISPLAY ADS

Leaderboard: 728 x 90 pixels, 40k, 3 loop limit

Creative sizes: 728x90 and 300x50

Medium Rectangle: 300 x 250 pixels, 40k, 3 loop limit

Creative sizes: 728x90 and 300x50

Catfish: 955 x 75 pixels, 40k, 3 loop limit

Creative sizes: 728x90 and 300x50

BILLBOARD: 970 x 250 pixels collapsed to 970 x 31 pixels, 40k

Creative sizes: 728x90 and 300x50

Peel Back: Small: 150 x 132 pixels, Large: 600 x 540 pixels

Creative sizes: 728x90 and 300x50

WALLPAPER: 1660 x 1000 pixel PNG, JPEG, or animated GIF, background must fade to transparent, use of psd template required.

- 72 dpi JPEG, static or animated GIFs
- File format: HTML 5, file size limit 75-100kb after compressing. .zip file must include all referenced code and assets. External JavaScript libraries and web fonts are allowed to be loaded from CDN and count against the max file size limit. Polite loading of assets is allowed. HTML ad must include a click tag.

- Need click-thru/tracking URL in separate document
- We accept third-party tags, such as Mediaplex, Mediamind and Pointroll.

## SPONSORED LINKS

- 150-character text write-up
- Company or targeted URL

## LEAD GENERATION

- PDF file of document for download
- 500-character description + title
- Company logo: 130 pixels wide
- E-mail address for lead delivery

## VIDEO

- 50 word description
- Click-thru URL

PREFERRED FORMATS: .mov, .wmv

ACCEPTABLE FORMATS: .mpeg-1, .mpeg-2, mpeg-4/H.264 3gpp, .avi DV (digital file only)

UNACCEPTABLE FORMATS: Real media (.rm) formatted DVD, Formatted CD-ROM, Ay tape base format

We do not accept pre-formatted/authored DVDs or CD-ROMs.

However, this does not exclude digital files on those media, as long as they are burned as "data" DVDs or CD-ROMs.

## SPONSORED CONTENT

- Headline (with searchable keywords)
- Summary/abstract (optional) up to 50 words
- Body copy (up to 750 words)
- Up to six images (300 x 250 pixels, <40k each at 72dpi, RGB). Photo captions are optional.

- Company logo, plus click-thru URL
- Tag-words for the post
- Keywords associated with the post
- Meta-description associated with the post
- Author's name, title and company

## InFocus

- Your company logo (eps format)
- Hero product image, 580 pixels wide x max of 315 pixels high, 30k, 72 dpi
- Body copy in Word doc., 150 words max.
- Product photos, 3 images, 280 x 280 pixels, 30k each, 72 dpi
- Click-thru URL

## Insider

- 1) Leaderboard
  - 728 x 90 pixel banner,
  - Maximum file size 30k, 72 dpi
  - Flat .gif or jpeg (no animation)
  - Click-thru URL

## 2) Featured Sponsor

- 300 x 300 pixel image/logo,
- Maximum file size 30k, 72 dpi,
- Flat .gif or jpeg (no animation)
- Headline, 75 words of text
- Click-thru URL

## 3) Featured Product

- 300 x 300 pixel image/logo,
- Minimum 800 pixel maximum dimension at 72dpi, 75 words of text, 25-word summary
- Click-thru URL

## ONLINE DISPLAY REMARKETING

Leaderboard: 728 x 90 pixels

Creative sizes: 728x90 and 300x50

Medium Rectangle: 300 x 250 pixels

Creative sizes: 728x90 and 300x50

Half page: 300 x 600 pixels

- Non Animated Image ad formats: JPEG, JPG, PNG, GIF; File Size: 150 KB or smaller.
- Animated ad formats: GIF; File Size: 150KB or smaller; Length: 30 seconds or less; Looping: 30 seconds; 5 fps or slower
- HTML5: File Size: 150KB or smaller; Length: 30 seconds or less; Looping: 30 seconds; 24 fps or slower. Must be compressed zip that includes all referenced code & assets. Must include click tag.
- Destination URL required. Redirect URLs not accepted unless it contains part of the destination URL.

## Webinars

- Company logo
- Click-thru company URL
- Lead delivery email address

# SOCIAL MEDIA

## REFERENCE ITEMS REQUESTED

Main URL

Product URL



### INSTAGRAM

#### Copy

- Text: no longer than 250 characters
- All URLs will be shortened via Bit.ly (URLs are not clickable)

#### Photo

- High resolution images
- Dimensions: 1080 x 1080
- One (1) image per standard post
- Maximum of four (4) images for carousel style posts

#### Video

- Resolution: 1080p
- Format: MP4
- Length: 60 seconds max.
- Video aspect ratio: Landscape (1.91:1), Square (1:1), Vertical (4:5)
- Minimum resolution:  
600 x 315 pixels (1.91:1 landscape) /  
600 x 600 pixels (1:1 square) /  
600 x 750 pixels (4:5 vertical)

#### Other

- Username (for tagging)
- Relevant hashtags 728 x 90 pixels, 40k, 3 loop limit

### SPONSORED LINKS

- 150-character text write-up
- Company or targeted URL



### FACEBOOK

#### Copy

- Text: 500 characters max; shorter copy is preferred
- All URLs will be shortened via Bit.ly
- Username (for tagging)

#### Photo

- High resolution image
- Dimensions: 1200 x 630, square images (min. 1080 x 1080) work too
- One (1) image per standard post
- Maximum of four (4) images for carousel and album style posts

#### Video

- Resolution: 4k or under, 1080p minimum
- Format: MP4
- Audio: Stereo AAC audio compression with 128kbps, or more, preferred
- Length: 4 minutes or under is preferred

#### Other

- Username (for tagging)



### TWITTER

#### Copy

- Text: 140 characters max., this includes hashtags

#### Photo

- High resolution image
- Size: 3MB max.
- Dimensions: 1040 x 512, square images (min. 1080 x 1080) work too
- One (1) image per tweet

#### Video

- Resolution: 1080p
- Format: MP4
- File size: 512 MB
- Aspect ratios: 1:2.39 - 2.39:1
- Length: 2 minutes and 20 seconds max.

#### Other

- Username (for tagging)

# DIGITAL EDITION

## Leaderboard ad

Image size: 728 x 90 pixels

Image type: JPG, GIF or animated GIF

Max file size: 500k

- URL link to advertiser
- Supports JavaScript ad tag (must work in iFrame)

## Left of Cover

Full page built to magazine specs

File type: High resolution PDF

- URL link to advertiser

## Embedded Video

File type: h264 (preferred), or mpeg4, mov, flv, wmv, avi

Max file size: 100 MB

Max length: Up to 4:00 minutes

## Bellyband

Use a horizontal image that extends across your ad.

## Two-page spread ad

Image size: maximum width 800 pixels.

Max height: 175 pixels

## Single page ad

Image size: maximum width 500 pixels.

Max height: 175 pixels.

File type: JPG, GIF or animated GIF

Max file size: 500k

- URL link to advertiser

## Multimedia

Image size: maximum width 1180 pixels

Max height: 500 pixels

File type: FLV or SWF

Max file size: 500k

- URL link to advertiser embedded in SWF

## Blow in

Use rich media to create action and drive customers to your website.

Image size: maximum width 500 pixels.

Max height: 300 pixels

File type: JPG, GIF or animated GIF

Max file size: 500k

- URL link to advertiser

## Slide Show

Use product imagery to demonstrate your company's product offerings and increase website traffic.

Image size: no smaller than:

Portrait: 576 wide x 769 high pixels

Landscape: 768 wide x 576 high pixels.

File type: JPG, GIF, PDG, TIF, BMP

- Minimum of 2 images, suggested maximum of 50 images, Images should be RGB (not CMYK)
- Caption text (if separate from image) appears in translucent field at bottom of module. If separate, please provide captions in list with corresponding image names. Suggested maximum of 450 characters per caption including spaces.

## Mobile App Ads

Image sizes:

Small: 320 x 50 pixels static

Medium: 728 x 90 pixels static

Large: 960 x 90 pixels static

File type: PNG

- Click-through URL for each banner
- No transparent backgrounds allowed