

SPECS: PRINT + DIGITAL

PRINT AD SPECS

Full Page Float: 8" x 10"

Full Page Trim: 8.75 x 10.875"

Full Page Bleed: 9.0" x 11.125"

Two Page Spread: Trim size 17.5" x 10.875", add .125" on all four sides for a full bleed = 17.75" x 11.125", keep live matter .25" in from trim

Half Page Island: 5.2" x 7"

Half Page Horizontal: 7.875" x 4.5"

Half Page Vertical: 3.875" x 9.5"

Third Page: 2.54" x 9.5"

Third Page Horizontal: 7.875" x 3"

Quarter Page: 3.875" x 4.5"

Acceptable File Format: PDF Only DO NOT INCLUDE CROP OR REGISTRATION MARKS. We only accept PDF files created to PDF/X-1a or High Quality Print (CMYK) settings with all fonts images embedded. We do not accept native or EPS files, original art and/or fonts. We are not responsible for ad reproduction if PDF specifications are not met. Origination, Settings, Color and Resolutions Document size should be built to specified size with no additional border/white space. Ads can be originated in any program that will support the creation of Adobe Portable Document Format (PDF) files. Original program files are not acceptable.

All color images must be saved in CMYK. B&W images may be saved as grayscale. Spot, Pantone (PMS) and RGB are not acceptable. We cannot be held responsible for inaccurate color conversion on ads submitted incorrectly. Embedded image resolution should be at least 300dpi at 100%. We cannot be held responsible for image reproduction is original image is less than specified above.

Any traps, overprints or reverses should be done in native file prior to exporting to High-Quality PDF. Full page bleed ads should be created to the trim size of the publication PLUS ADDITIONAL .125" BLEED. For bleed, background should extend at least 1/8" (18pts) on all four sides of ad. Color Proofs/Digital Reproduction To ensure color matching, every color ad should be accompanied by a color proof, sized at 100% and appearing exactly as the advertiser expects. Some ad elements may appear to print correctly on ink-jet or laser printers but will not print correctly on press. The Monitor is not liable for the final color output if a proof is not supplied.

NEW! - DIGITAL AD SPECS

Digital Ad: 600px x 800px for premium ads, 600px x 600px for standard ads

Every Monitor print ad includes a free banner ad to be placed in our digital magazine. Not sure where to start? Follow these great tips and your banner is sure to be successful: 1) Be unique. Utilizing your company logo and colors will help your banner stand out from the rest; 2) Keep it simple. A bold, clean design can go a long way; 3) Be enticing. A great call to action is the best way to gain clicks on your banner ad.

Maximum Animation Length: 30 seconds or three complete loops

HTML, HTML5 and Third-Party Server Tracking: HTML5 and third-party ad serving/tracking is supported only if complete HTML code is supplied. We support click tracking/cache busting for Doubleclick, Google Ad Sense, Mediaplex and Yahoo! Publisher Network platforms.