Specification Appendix

Print Specs

Full Page Float: 8” x 10”
Full Page Trim: 8.75 x 10.875"
Full Page Bleed: 9.0” x 11.125”

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”

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” Full Page & Two Page Spreads: Keep live matter .25” in from trim

Acceptable File Format: PDF Only DO NOT INCLUDE CROP OR REGISTRATION MARKS. We only accept PDF files created to PDF/X-Ia or High Quality Print (CMYK) settings with all fonts images embedded. We do not accept native or EPS files.

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. Monitor is not liable for the final color output if a proof is not supplied.

E-News + Digital Specs

BANNERS FOR MONITOR E-NEWS

Banner Size: 600px x 120px
All art must be smaller than 256KB and should be in JPG, GIF or PNG format. Please supply the URL to where your banner should link. URL's with UTM codes are allowed. Animation is NOT supported. Code-based ad servicing and Third-party ad servicing/tracking are not supported.

THOUGHT LEADERSHIP / SPONSORED CONTENT

Company Logo: Max file size
Headshot (if applicable): Max file size
Graphic Copy: Approx. 5 word title, 20 word information blurb + URL link
Bio: Required only for thought leadership content published on our website. Provide a short author bio that includes the author's title, area of expertise, focus area or industry experience, and optional contact information such as an email address, website or LinkedIn profile.
Content: For thought leadership content published on our website, 800–1,200 words is recommended. If the placement will link to content hosted on the company's website, provide the destination URL instead; an author bio is not required.

Accepted Formats: .JPG, .PNG, .PSD, or .AI
Company logo should be 300dpi, in CMYK or RGB color format. We will place the provided content into our Thought Leadership format.

Thought Leadership should provide content that displays you and your company's expertise and perspective on a certain topic while delivering educational information for readers. Thought leadership should not promote your company's specific products, services or other offerings. Simply put, the content should be about the topic, not your company.

Sponsored Content is an avenue for you to directly get a desired message about your company out to the industry. It should highlight what specifically makes your company or what you are discussing unique in the industry. You can include details about your specific products, services and other offerings as well your accomplishments.

DEDICATED EMAIL

Company Logo: PNG with a transparent background, at 300dpi. Maximum file size: 256 KB. Provide a destination URL.
Company Brand Colors: Provide 2–3 brand color HEX codes, identifying your primary, secondary, and optional accent color. Include brand guidelines if available.
Header Headline: Maximum 12 words. Supply as editable text, separately from your logo or image.
Header Introduction: Maximum 25 words introducing your message or offer. Supply as editable text to appear beneath the headline.
Company Message: Maximum 300 words, supplied as editable text with no active links. Short paragraphs are recommended.
Pull-Out Quote / Blurb — Optional: Maximum 15 words. Provide one key statement or takeaway to appear as a visually highlighted text block within the company message.
Bottom Call to Action Button: 300px × 100px, at 300dpi. PNG preferred. Maximum file size: 256 KB. Provide destination URL.
Subject Line Copy: 6–10 words, with a maximum of 60 characters including spaces. Must reflect the brand and content of the dedicated email.
Company Header Image — Optional Alternative: If arranged with Monitor in place of the text header, supply artwork at exactly 600px × 200px, at 300dpi, with a destination URL. Maximum file size: 256 KB.
Featured Sponsor On E-News:
Approx. 5 word title, 20 word information blurb + link to content

Digital Specs (Con't)

WEBSITE
Leaderboard: 728px x 90px
Mobile Leaderboard: 300px x 100px
Skyscraper: 300px x 600px
Box Banner: 300px x 250px
Accepted Formats: GIF, JPG, HTML and HTML5
Maximum Sizes: Must be smaller than 256 KB
URL: Please supply a URL to where your banner should link 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.

LIVE+ LIVESTREAMS
Poll Questions: Up to 3 questions (Maximum 140 characters per question), multiple choice, and single choice questions only
Company Logo: Max file size at 300dpi | Accepted Formats: .JPG, .PNG, .PSD, or .AI
Promotional Video or Voiceover with Slideshow: A 30-second feature about your company during the livestream — think of it as a mini commercial. This is your chance to tell our audience who you are, what you do, and how you serve the industry.

- **Video:** 30-second promotional video (1920px x 1080px, Accepted formats: .MP4)
- **Voiceover with Slideshow:** 30-second script, approximately 65–75 words (Accepted formats: .DOCX or .PDF) + up to 3 slides (PowerPoint format)

SOCIAL MEDIA POST - SHARED LINK
Company Logo: Max file size at 300dpi (Accepted formats; JPG, .PNG, .PSD, or .AI)
Link to Original Post: Link to the content you'd like us to share
Accompanying Copy: Recommendation, 50 words max

SOCIAL MEDIA POST - SHARED POST
Link to Original Post: Link to the original LinkedIn post you'd like us to share
Accompanying Copy: Recommendation, 50 words max

EMPLOYMENT ADS
Company Logo: Max file size at 300dpi
Accepted Formats: .JPG, .PNG, .PSD, or .AI
Job Listing Copy: A brief company description.
Job Description: The job description and requirements, plus job location and job title. (No Max. Word Count)
Application instructions: Information or a link for applicants to apply.

PODCASTS
Company Logo: Max file size at 300dpi (Accepted formats: .JPG, .PNG, .PSD, or .AI)
Headshot: Max file size (Accepted formats: .JPG or .PNG)
Promotional Video or Voiceover: A 30-second feature about your company during the podcast — think of it as a mini commercial. This is your chance to tell our audience who you are, what you do, and how you serve the industry.

- **Video:** 30-second promotional video (1920px x 1080px, Accepted formats: .MP4)
- **Voiceover:** 30-second script, approximately 65–75 words (Accepted formats: .DOCX or .PDF)

Digital Specs (Con't)

EXPERT Q&A
Expert Name & Title: Provide the featured expert's full name, professional title and company name exactly as they should appear in print and digital.
Expert Headshot: High-resolution JPG or PNG at 300dpi. Professional headshot preferred. Image should be suitable for both print and digital use.
Company Logo: High-resolution PNG with a transparent background, EPS, AI or PDF preferred for print-quality reproduction.
Expert Bio: Maximum 100 words. Include relevant experience, expertise and current role.
Area of Expertise / Topic: Provide a brief description of the topic or area of expertise the featured expert is best suited to address. Monitor will use this information, along with feedback from its audience, to help develop the Q&A.
Q&A Responses: Monitor's editorial team will provide the selected questions to the featured expert. Submit completed responses as editable text. Final Q&A content should not exceed approximately 1,200 words. Responses should be educational and insight-driven rather than directly promotional.
Company Website: Provide one destination URL to accompany the expert and company information within the digital article.
Editorial Review: All submitted content is subject to Monitor editorial review and may be edited for clarity, length, style and consistency.
Included Promotion: Expert Q&A feature in print, article on monitordaily.com, dedicated email promotion and social media promotion.

EQUIPMENT FINANCE ORIGINATOR
Horizontal Banner: 600 × 120 pixels at 72 dpi
Box Banner: 300 × 250 pixels at 72 dpi
Accepted Formats: .JPG, .PNG, .PSD, or .AI
Maximum Sizes: Must be smaller than 256 KB
URL: Please supply a URL to where your banner should link.

Directory + Spotlight Specs

DIRECTORY PRINT ADS

Full Page Float: 7.75” x 9.875”
Full Page Trim: 8.25” x 10.375”
Full Page Bleed: 8.5” x 10.675”
Third Page: 2.375” x 9.25”

Acceptable File Format: PDF Only DO NOT INCLUDE CROP OR REGISTRATION MARKS. We only accept PDF files created to PDF/X-Ia or High Quality Print (CMYK) settings with all fonts images embedded. Keep live matter .25” in from Trim. 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.

Premium Ad listings are created by *Monitor* using information provided from an online form.

FUNDING SOURCE SPOTLIGHT

Company logo: Max file size
Headshot or image (if applicable): Max file size
Approx. 500 words

Accepted Formats: .JPG, .PNG, .PSD, or .AI
Company logo and headshot should be high res, 300 dpi, in CMYK color format.

Online listings are created by Monitor using information provided from an online form.
Online form link: https://www.monitordaily.com/funding-profile/

ONLINE FUNDING SOURCE DIRECTORY

Online form link: https://www.monitordaily.com/funding-profile/

ONLINE SERVICE PROVIDER DIRECTORY

Online form link: https://www.monitordaily.com/services-profile/