

### MECHANICAL INFORMATION

**PRINTING** | Web-offset presses

**BINDING** | Perfect bound

**TRIM SIZE** | 9" x 10.875"

**LIVE MATTER** | Text and graphics that should not trim must be at least .25" from the trim.

**BLEED** | At least .125" bleed over trim on all sides (Full Page/Spread ads only).

**SPREAD** | Live matter must be at least .375" from gutter.

### DIGITAL FILE REQUIREMENTS

**NO APPLICATION FILES WILL BE ACCEPTED.**

**PDF FILES** must be hi-res, print-ready PDF-X1a.

**EPS FILES** must be 100% size. Please embed all images and convert all fonts to outlines.

**TIFF FILES** must be 100% size. Flatten all layers.

All images used must be 300 DPI and CMYK color profile. If you wish to use PMS or spot colors, notify your Account Manager, as additional charges will apply.

The publisher will not be held responsible for color running incorrectly if a SWOP-certified digital color proof is not submitted by the advertiser/agency. A SWOP digital color proof should be submitted at 100% ad size by materials due date. The Production Coordinator should be notified in advance if a proof is needed. Laser or inkjet proofs at 100% are acceptable for content only, but cannot be used to guarantee color.

Do NOT include printer's marks (crop marks, registration marks, etc.) in the bleed of your file submission. All printer marks should be offset from the trim by .125". If these marks are included in the bleed of the file, there is a chance these marks will be printed in the final product.

## DIGITAL FILE SUBMISSION PROCEDURES

### WEB-ENABLED UPLOAD

Visit our upload link at <http://upload.stmediagroup.com> to send your files electronically. Select "Boutique Design – Advertising" from the dropdown menu. When submitting multiple files, please include them all in one compressed folder (ZIP). After your upload is complete, the production coordinator will receive an automated e-mail.

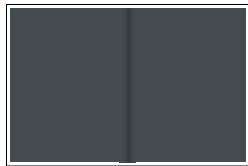
### MAIL

You can send your digital files via CD or DVD to:  
Linda Volz, Boutique Design, 11262 Cornell Park Dr., Cincinnati, OH 45242.  
Submitted media will not be returned unless requested.

### PRODUCTION CONTACT

**LINDA VOLZ**

O: 513.263.9398 F: 513.744.6998 E: [linda.volz@stmediagroup.com](mailto:linda.volz@stmediagroup.com)



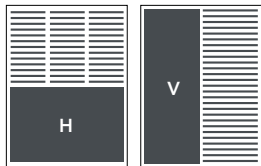
**SPREAD**  
18" X 10.875"  
(include .125" on all sides for bleed)



**FULL PAGE**  
9" x 10.875"  
(include .125" on all sides for bleed)



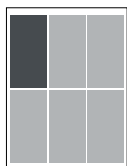
**2/3 PAGE**  
5" x 9.875"



**1/2 PAGE**  
**HORIZONTAL:** 8" x 4.75"  
**VERTICAL:** 3.75" x 9.875"



**1/4 PAGE**  
3.75" x 4.75"



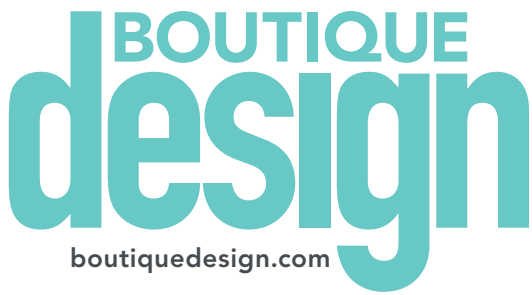
**PRODUCT SPOTLIGHT AD**  
2.5" x 4.75"

**DESIGN YOUR OWN AD:** Digital file should be 300 DPI and CMYK color profile.

**WE DESIGN YOUR AD:** Provide us with one product shot (300 DPI, CMYK) sized to 2.5" x 3.25" and up to 75 words of ad copy, including contact information.

ISSUE	SPACE CLOSING	MATERIALS DUE
JAN/FEB	01/05/2016	01/14/2016
MAR	02/04/2016	02/16/2016
APR	03/03/2016	03/14/2016
MAY	04/06/2016	04/18/2016
JUN	05/04/2016	05/16/2016
JUL/AUG	06/14/2016	06/24/2016
SEP	08/02/2016	08/12/2016
OCT	09/02/2016	09/15/2016
NOV	10/03/2016	10/10/2016
DEC	11/16/2016	11/29/2016

Digital Advertising  
Specifications on back.



## DIGITAL ADVERTISING SPECS

### WEBSITE

GRAPHIC AD UNIT	DIMENSIONS	MAXIMUM FILE SIZE	PREFERRED FORMATS*
Leaderboard	728 x 90 px	50K	JPG, GIF, PNG**
Wide Skyscraper	160 x 600 px	50K	JPG, GIF, PNG**
Medium Rectangle	300 x 250 px	50K	JPG, GIF, PNG**
Standard Banner	468 x 60 px	50K	JPG, GIF, PNG**
Prestitial	640 x 480 px	75K	JPG, GIF, PNG**

\*If providing Flash files, please follow the guidelines found in the Flash section on [www.stmediagroupintl.com/specs](http://www.stmediagroupintl.com/specs).

\*\*Third party ad serving is accepted on all web graphic ad units.

### WEB BANNER ADVERTISING

#### RUN-OF-SITE ADVERTISEMENTS

Run-of-site graphic ads appear throughout the entire site.

#### AD UNIT TYPES

Leaderboard  
Wide Skyscraper  
Medium Rectangle  
Standard Banner  
Footer Links

**FOOTER LINKS** include a link and up to 250 characters of text. These appear at the bottom of each page.

#### PRESTITIAL

A prestitial is a 640 x 480 ad that displays as the home page loads. It is limited to one view per day per user.

### PRODUCTION CONTACT

**LINDA VOLZ**

O: 513.263.9398

F: 513.744.6998

E: [linda.volz@stmediagroup.com](mailto:linda.volz@stmediagroup.com)

### E-MAIL

GRAPHIC AD UNIT	DIMENSIONS	MAXIMUM FILE SIZE	ACCEPTABLE FORMATS
Wide Rectangle	600 x 100 px	25K	JPG, GIF, PNG
Medium Rectangle	300 x 250 px	25K	JPG, GIF, PNG
Showcase Image	220 x 220 px	25K	JPG, GIF, PNG

### DIGITAL EDITION

GRAPHIC AD UNIT	DIMENSIONS	PREFERRED FORMATS
Ad Across from Cover	6.4" x 8.7"	High Res. PDF*
Leaderboard	728 x 54 px	Static or Animated JPG, GIF, PNG
Toolbar Buttons	88 x 31 px	Static or Animated JPG, GIF, PNG
Belly Band	9" x 5"	High Res. PDF or HTML5
Drop Card	6" x 4"	High Res. PDF or HTML5

\*Full-page print ad can be resized by Boutique Design.

These are just the basics.  
For more detailed information, please visit  
[www.stmediagroupintl.com/specs](http://www.stmediagroupintl.com/specs)

### E-NEWSLETTERS

E-Newsletters provide the opportunity to advertise alongside editorial content.

E-Newsletter ad units include:

- Primary Wide Rectangle
- Primary Medium Rectangle
- Showcase Ad (220 x 220 px image plus maximum 300-character description)
- Secondary Wide Rectangle
- Secondary Medium Rectangle

Due to e-mail client display limitations, Flash, HTML, Javascript, ActiveX, or other scripting are NOT permitted. Third-party ad serving is accepted.

Please be sure to e-mail the destination URL for your ad to the production department.

Animated GIFs are not supported by all e-mail clients, so make sure your ads are effective and contain vital details on the first frame.

### E-SHOWCASES

E-Showcases highlight up to 12 products or services within one e-mail. Each listing contains an image, headline, and company name.

Please send the following for all E-Showcase ads:

- Headline
- Image (220 x 220 px)
- Company Name (exactly how you want it to appear)
- Destination URL

If you want your logo to appear in your listing, please incorporate it into your image.

Acceptable file formats for product images include JPG, GIF, and PNG.

### E-MAIL ANNOUNCEMENTS

The following must be included in submission materials for announcements:

- HTML and text versions of the message
- Subject line
- E-mail addresses for inquiries, approval, and final distribution

Once all materials are received, the e-mail will be created. A draft will be sent to the specified contact address for approval. Clients must respond within one business day of receiving the draft to ensure timely delivery.

Because e-mail software varies in code support, HTML e-mails will render differently in each program. Clients are responsible for coding and testing all HTML messages to ensure proper appearance prior to submission. ST Media Group cannot be held responsible for improper display of an HTML e-mail.

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### DIGITAL AD DEADLINES

All ad materials are due **no later than 5 business days** before ad is scheduled to go live. Materials must be uploaded to FTP server by deadline for timely deployment.