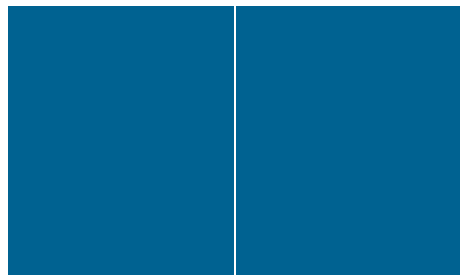




STRATEGY  
DESIGN  
INNOVATION

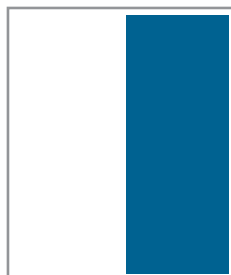
## 2020 PRINT ADVERTISING SPECS



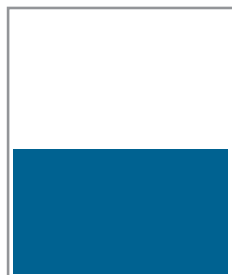
**SPREAD** 18" x 10.875"  
(include .125" on all sides for bleed)



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



**1/2 V** 3.75" x 9.875"



**1/2 H** 8" x 4.875"

### MECHANICAL INFORMATION

- PRINTING** / Web-offset presses
- BINDING** / Saddle-Stitched
- TRIM SIZE** / 9" x 10.875"
- LIVE MATTER** / Text and any 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 FILE REQUIREMENTS** / Must be high-resolution, print-read PDF=X1a.
- EPS FILE REQUIREMENTS** / Must be 100% size. Please embed all images and convert all fronts to outlines.

**TIFF FILE REQUIREMENTS** / Must be 100% size. Please flatten any layers.

All images used in design 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 be applied.

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.

### 2020 PRINT AD MATERIAL DEADLINES

ISSUE	SPACE CLOSING	MATERIALS DUE
January/February	Jan 17	Jan 24
March	Feb 11	Feb 21
April	Mar 17	Mar 26
May/June	May 19	May 28
July	Jun 16	Jun 26
August/September	Jul 14	Jul 24
October	Sep 15	Sep 25
November	Oct 13	Oct 23
December	Nov 10	Nov 20

#### DIGITAL FILE SUBMISSION PROCEDURES

##### WEB-ENABLED UPLOAD

Visit our upload link at <http://upload.stmediagroup.com> to send your files electronically. Select "BXP - Advertiser" 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 email.

##### MAIL

You can send your digital files via CD or DVD to Kristen Gaddis, BXP Magazine, 11262 Cornell Park Dr., Cincinnati, OH 45242. Submitted media will not be returned unless requested.

##### PRINT PRODUCTION CONTACT

**KRISTEN GADDIS**  
P: 513.263.9376 F: 513.744.6976  
E: [kristen.gaddis@stmediagroup.com](mailto:kristen.gaddis@stmediagroup.com)

##### DIGITAL AD DEADLINE

All digital ad materials are due **no later than 5 business days** before the ad is scheduled to go live. The materials must be uploaded by the deadline to ensure timely deployment.



**STRATEGY**  
**DESIGN**  
**INNOVATION**

## 2020 DIGITAL ADVERTISING SPECS

### NEWSLETTER

Newsletters provide the opportunity to advertise alongside editorial content.

#### NEWSLETTER AD UNITS INCLUDE:

- ◆ Primary wide rectangle
- ◆ Primary medium rectangle
- ◆ Product ad (220 x 220 px image plus 50 words of copy with maximum of 7 word headline)
- ◆ Secondary wide rectangle
- ◆ Secondary medium rectangle

Please e-mail destination URLs to your production contact.

Flash, HTML, Javascript, ActiveX, or other scripting are NOT permitted. Third-party ad serving is accepted. Animated GIFs are not supported by all email clients.

### THE BXP TOOLBOX

The BXP Toolbox highlights multiple products or services within one email. Designed to be visually engaging, each listing contains an image, headline, company name and link.

#### PLEASE SEND THE FOLLOWING FOR ALL TOOLBOX ADS:

- ◆ Company name (how you want it to appear)
- ◆ Headline (maximum 7 words)
- ◆ Image (220 x 220 px)
- ◆ Destination URL

Acceptable file formats for toolbox images include JPG, GIF and PNG. If you want your logo to appear in your listing, please incorporate it into your image.

### E-MAIL ANNOUNCEMENTS

#### THE FOLLOWING MUST BE INCLUDED IN SUBMISSION MATERIALS FOR ANNOUNCEMENTS:

- ◆ HTML and text versions of the message
- ◆ Subject line
- ◆ Email addresses for inquiries, approval and final distribution
- ◆ A list of emails opted out from your company communication

Before deployments, a draft will be sent to the specific contact address for approval. Clients must approve the draft promptly to ensure timely delivery.

**PLEASE NOTE:** HTML emails render differently on each email client and device. Therefore, clients are responsible for coding their HTML emails for proper display prior to submission. Please test all code at [www.putsmail.com](http://www.putsmail.com) before submitting materials.

### WEB ADVERTISING

#### RUN-OF-SITE ADVERTISEMENTS:

Run-of-site graphic ads appear throughout the entire site, excluding sponsored pages.

#### EXCLUSIVE SPONSORSHIPS:

A channel sponsorship includes the following ad units within the selected area: Super Leaderboard, Large Rectangle, Medium Rectangle, Bottom Leaderboard.

#### WELCOME AD:

The Welcome Ad is a 640x480 px ad that displays at the top of a visitor's first page view on the site.

#### INNOVATION TV:

Your custom video, hosted on YouTube, Vimeo, etc., appears on the Innovation TV channel. We embed the provided link with a title and short description onto our site.

#### WEB SPECIFICATIONS

GRAPHIC AD UNIT	SIZE (W X H)	ACCEPTED FORMATS
Super Leaderboard	970 x 90 px	JPG, GIF, PNG
Large Rectangle	300 x 600 px	MAXIMUM FILE SIZE - 100K
Medium Rectangle	300 x 250 px	3RD PARTY HOSTED HTML TAGS
Search Sponsorship	728 x 90 px	
Bottom Leaderboard	728 x 90 px	MAXIMUM FILE SIZE 1MB
Welcome Ad	640 x 480 px (366 x 280 px required for mobile)	

#### E-MAIL SPECIFICATIONS

GRAPHIC AD UNIT	SIZE (W X H)	ACCEPTED FORMATS
Product Ad	220 x 220 px	
Wide Rectangle	600 x 100 px	JPG, GIF, PNG
Medium Rectangle	300 x 250 px	MAXIMUM FILE SIZE - 40K
Showcase Ad	220 x 220 px	

Visit [stmediagroupintl.com/specs](http://stmediagroupintl.com/specs) for more detailed specifications.

#### DIGITAL EDITION SPECIFICATIONS

AD UNIT	SIZE (W X H)	ACCEPTED FORMATS
Ad Left of Front Cover	6.4" x 8.7"	High Res. PDF only
Leaderboard	728 x 54 px (72 dpi)	Static or Animated JPG, GIF, PNG
Toolbar Buttons	88 x 31 px (72 dpi)	
Belly Band	9" W x 5" H or 1350 x 750 px (150 dpi)	High Res. PDF or HTML 5
Drop Card	6" x 4" or 900 x 600 px (150 dpi)	

**PLEASE NOTE:** All HTML 5 must be 3rd party hosted and SSL compliant (HTTPS)

### DIGITAL PRODUCTION CONTACT

#### KRISTEN GADDIS

P: 513.263.9376

F: 513.744.6976

E: [Kristen.gaddis@stmediagroup.com](mailto:Kristen.gaddis@stmediagroup.com)

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**PLEASE NOTE:** ST Media Group does not provide technical support.