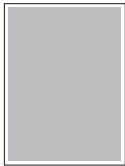




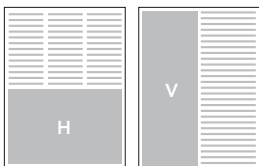
**SPREAD**  
18" X 10.875"  
(include .125" on all sides for bleed)



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



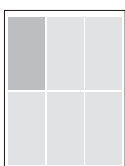
**2/3 PAGE**  
5" x 9.875"



**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.

## PRINT ADVERTISING SPECS

### 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.

**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. 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

### AD SUBMISSIONS

Send swop proofs to: Terri Hill, Product Manager 1145 Sanctuary Pkwy Suite 335 Alpharetta, GA 30009

ISSUE	SPACE CLOSING	MATERIALS DUE
JAN/FEB	01/03/2019	01/11/2019
MAR	01/29/2019	02/08/2019
APR	03/14/2019	03/22/2019
MAY	04/09/2019	04/18/2019
JUN	05/02/2019	05/10/2019
JUL/AUG	06/18/2019	06/29/2019
SEP	08/01/2019	08/09/2019
OCT	09/05/2019	09/13/2019
NOV	10/01/2019	10/11/2019
DEC	11/12/2019	11/22/2019

**DIGITAL ADVERTISING SPECIFICATIONS ON BACK.  
FOR MORE ADVERTISING INFORMATION, PLEASE VISIT  
BOUTIQUEDESIGN.COM/MARKETING-OPPORTUNITIES**



# DIGITAL ADVERTISING SPECS

## WEBSITE

GRAPHIC AD UNIT	DIMENSIONS	ACCEPTED FORMATS
Super Leaderboard*	970 x 90 px	JPG, PNG, GIF Max. File Size - 100 KB  3rd Party Hosted HTML5 or Ad Tags** Max. File Size - 1MB
Top Leaderboard*	728 x 90 px	
Large Rectangle	300 x 600 px	
Medium Rectangle	300 x 250 px	
Middle Leaderboard*	728 x 90 px	
Wide Rectangle	600 x 100 px	
Bottom Leaderboard*	728 x 90 px	
Tablet Leaderboard*	600 x 100 px	
Mobile Leaderboard*	320 x 50 px	
Welcome Ad	640 x 480 px	

\*All leaderboard material submissions should include a separate mobile and tablet version. Mobile and tablet leaderboards are not sold independently.

\*\*All 3rd party HTML5 and ad tags must be SSL-compliant and use HTTPS.

## WEB BANNER ADVERTISING

### RUN-OF-SITE AD UNITS

- Super Leaderboard
- Top Leaderboard
- Large Rectangle
- Medium Rectangle
- Bottom Leaderboard

### ADDITIONAL AD UNITS

- Middle Leaderboard (home page only)
- Wide Rectangle (content pages only)

### RUN-OF-SITE ADVERTISEMENTS

Run-of-site graphic ads appear throughout the entire site. Multiple advertisers rotate within these positions.

### WELCOME AD (ENTRY PAGES ONLY)

The welcome ad is a 640x480 pixel ad that displays over the entry page as it loads. It is limited to one view per user per day.

## E-MAIL

GRAPHIC AD UNIT	DIMENSIONS	ACCEPTED FORMATS
Wide Rectangle	600 x 100 px	JPG, PNG, GIF, 3rd Party Ad Tags* Max. File Size - 50 KB
Medium Rectangle	300 x 250 px	
Product Ad	220 x 220 px	
Showcase Image	220 x 220 px	

\* All 3rd party ad tags must be SSL-compliant and use HTTPS.

## 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, PNG, GIF

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

## E-NEWSLETTERS

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

E-Newsletter ad units include:

- Primary Wide Rectangle
- Primary Medium Rectangle
- Product 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, 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 multiple 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 (max. 7 words)
- 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
- A list of emails opted out from your company communication

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.

**CREATIVE ASSETS ARE DUE FIVE BUSINESS DAYS BEFORE THE CAMPAIGN START DATE.  
SEND DIGITAL CREATIVE TO: ADOPS@EMERALDEXPO.COM**