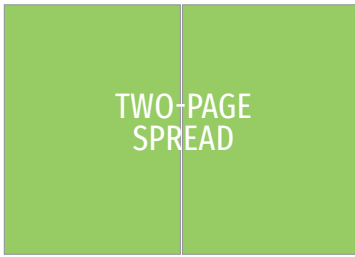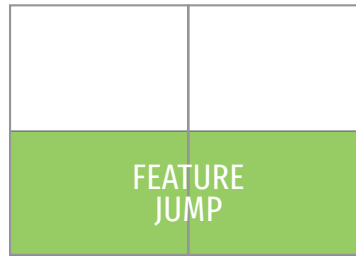# PRODUCT **SPECIFICATIONS**

## Print Sizes

**TWO-PAGE SPREAD**

Bleed size: 16"w x 11.125"h
Trim: 15.75"w x 10.875"h
Live area: 15.25"w x 10.375"h
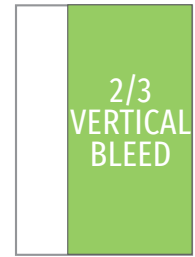(.25" on each side of the gutter)

**FULL-PAGE BLEED**

Bleed size: 8.125"w x 11.125"h
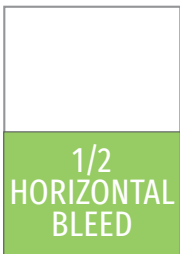Trim: 7.875"w x 10.875"h
Live area: 7.375"w x 10.375"h

**FEATURE JUMP**

Bleed size: 16"w x 5.625"h
 (left/right side & bottom)
Trim: 15.75"w x 5.5"h
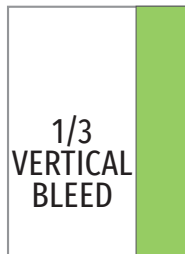Live area: 15.25"w x 5.25"h
(.25" on each side of the gutter)

**2/3 VERTICAL BLEED**

Bleed size: 5.28"w x 11.125"h
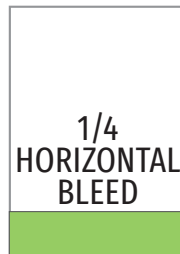Trim: 5.03"w x 10.875"h
Live area: 4.53"w x 10.375"h

**1/2 HORIZONTAL BLEED**

Bleed size: 8.125"w x 5.625"h
(left/right side & bottom)
Trim: 7.875"w x 5.5"h
Live area: 7.375"w x 5.25"h

**1/3 VERTICAL BLEED**

Bleed size: 3.06"w x 11.125"h
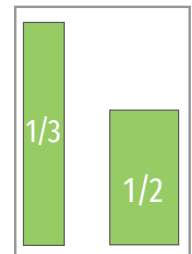Trim: 2.81"w x 10.875"h
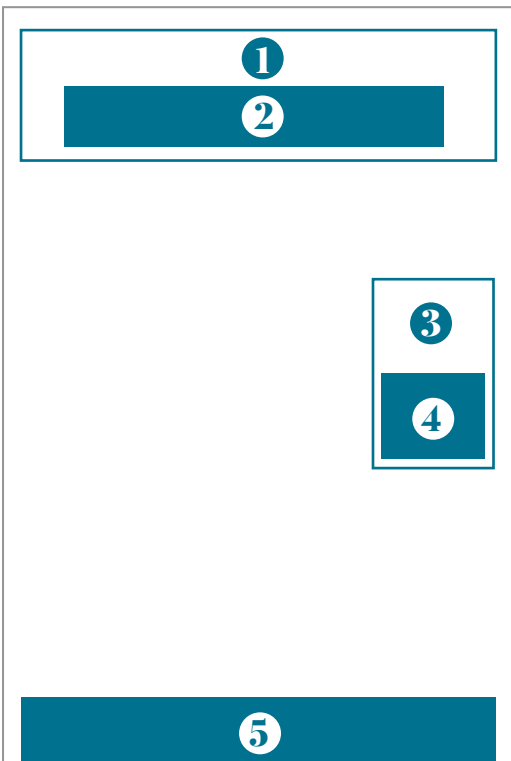Live area: 2.31"w x 10.375"h

**1/4 HORIZONTAL BLEED**

Bleed size: 8.125"w x 3.125"h
(left/right side & bottom)
Trim: 7.875"w x 3"h
Live area: 7.375"w x 2.75"h

**1/3**
**1/2**

**1/3 HORIZONTAL**
4.125"w x 4.625"h

**1/2 HORIZONTAL**
6.5"w x 4.625"h
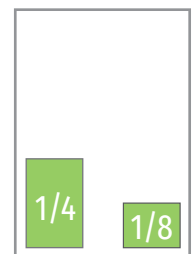
**1/3**
**1/2**

**1/3 VERTICAL**
1.937"w x 9.375"h

**1/2 VERTICAL**
4.125"w x 6.5"h

## Online Sizes

❶

❷

❸

❹

❺

❶ **BILLBOARD**
Desktop: 970 pixels wide x 250 pixels high
Tablet: 728 pixels wide x 90 pixels high
Mobile: 320 pixels wide x 50 pixels high

❷ **LEADERBOARD**
Desktop/Tablet: 728 pixels wide x 90 pixels high
Mobile: 320 pixels wide x 50 pixels high

❸ **HALF-PAGE**
Desktop/Tablet: 300 pixels wide x 600 pixels high
Mobile: 300 pixels wide x 250 pixels high

❹ **MEDIUM RECTANGLE**
Desktop/Tablet/Mobile: 300 pixels wide x 250 pixels high

❺ **ADHESIVE BANNER**
Desktop: 970 pixels wide x 90 pixels high
Tablet: 728 pixels wide x 90 pixels high
Mobile: 320 pixels wide x 50 pixels high

**1/4**
**1/8**

**1/8 HORIZONTAL**
3"w x 2.25"h

**1/4 VERTICAL**
3.167"w x 4.625"h

**QUESTIONS?**
Contact your sales
rep or email
ads@livmedia.com
Visit our Ad
Resource Center at
livabilitymedia.com/ads.

# DIGITAL SUBMISSION **GUIDELINES**

Submit materials or print-ready ads via FTP, email or disk/USB drive as noted below.

For questions or more information, contact Livability Media via email at **ads@livmedia.com** or visit our Ad Resource Center at **livabilitymedia.com/ads**

**VIA FTP:** WWW.JNLCOM.COM/FTP

**Username:** ads
**Password:** client

Upload files and complete the contact information form. Once files are uploaded, a message indicating a successful transfer will be posted. Detailed FTP instructions are available from your sales rep.

**VIA EMAIL:** ADS@LIVMEDIA.COM

Include business name, magazine name and ad size in your email message. Compress your files into a single compressed, self-extracting file. We can only accept file sizes less than 10 MB.

## Ads Produced by Livability Media

Basic typesetting and layout are included in rate. Custom production will be subject to additional charges.

A color PDF proof will be sent for approval prior to publication.

Supplied files, photo/logo scans, images and artwork must be:

- Scanned/created at 300 dpi or higher to size. (Photos or logos from websites cannot be accepted due to low print quality.)
- Set up as grayscale or CMYK.
- Saved as high-resolution TIFF, JPEG, EPS or PDF files.

## Print-Ready Submitted Ads

- Print ad must be submitted as a high-resolution (300 dpi) PDF (PDF/X-1a).
- The publisher is not responsible for enhancing advertisers' digital files or resizing to match the ad space purchased.
- For aesthetic purposes, any ads submitted without a defined border [on a white background] will have a thin rule added by the publisher to define the perimeter. A proof of the ad with the modification will be sent for reference.
- If any additional work is necessary or if files deviate from the size or specifications on this form, the files will be rejected and must be resubmitted. Please proof your ad carefully before submission. Resubmitted files will be subject to a $50 processing fee.
- Any extra charges incurred by the publisher due to problems with supplied files will be billed to the advertiser with a detailed explanation of the problem.

**PROOFING POLICY**

We do not provide a proof for ads we do not produce. It is understood that the files are set up as the advertiser intended and were approved prior to submission to the publisher.

## Rich Media/Animated Online Ads

- Formats: HTML5 or animated GIF or agency script
- Visit https://www.livabilitymedia.com/html5 for more information on how to set up your HTML5 ad. *Note its html file must be named index.html.*
- 300 dpi resolution preferred
- GIF Files: No larger than 200KB
- No Flash allowed
- Max Length: 15 sec
- Max Rotation: 3
- Linking URL provided separately. Must be https (not http). May include a Google Analytics UTM tag for tracking.
- 3rd-party click tracking: May include 1x1 impressions-counting or click-counting pixel, or code embedded in HTML5 script

## Static Online Ads

- Formats: JPEG image, PNG image, static GIF image or agency script
- 300 dpi resolution preferred
- Agency script must use https (not http)
- No larger than 200KB
- Click-through link must be https (not http). May include a Google Analytics UTM tag for tracking.
- 3rd-party click tracking: May include 1x1 impressions-counting or click-counting pixel

**LIVABILITY**
MEDIA

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