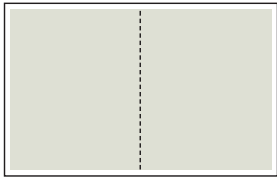


Print: Ad Dimensions: Magazine trim: 8" x 10.75"

Contact Bethany Lewis, Bethany@salesandmarketing.com • 612.723.1222



2-Page Spread
Provide 2-page spreads as single-page files

Magazine
Trim size:
8 x 10.75 inches.

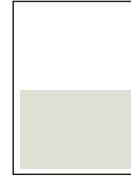
Keep all critical text and graphics 0.5 inch from all edges.



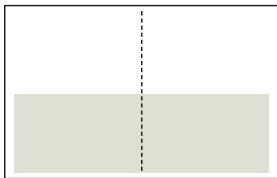
Full Page, no bleed
Trim size 8 x 10¾ inches
Live area 7 x 10 inches



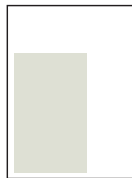
Full Page with bleed
Bleed size 8¼ x 11 inches
Live area 7 x 10 inches



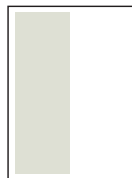
1/2 Horizontal
7 x 4¾ inches



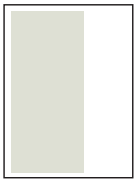
1/2 Horizontal Spread
15 x 4¾ inches



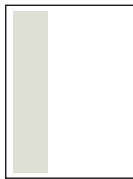
1/2 Island
4½ x 7½ inches



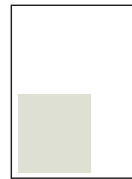
1/2 Vertical
3% x 10 inches



2/3 Page
4½ x 10 inches



1/3 Vertical
2½ x 10 inches



1/3 Square
4½ x 4¾ inches



1/4 Square
3% x 4¾ inches

salesandmarketing.com

Ad Dimensions

Leaderboard: 728 x 90 pixels

Premium Square: 300 x 250 pixels

- .GIF, .JPEG, & .SWF (Flash) files only.
- 40K maximum file size.
- Flash Files: 15 scene, unlimited looping allowed, with 40K initial size and up to 500K in additional files.
- Third-party ad serving allowed.
- File and/or ad tags to be provided 5 business days prior to scheduled start date.
- Activation of Web advertising is reliant on timely submission of acceptable ad files by the advertiser.

Please send ad files to: bethany@salesandmarketing.com
(When emailing, please include advertiser name, start & stop dates)

SMM Monitor eNewsletter

Ad Dimensions

Leaderboard: 728 x 90 pixels

Premium Square: 300 x 250 pixels

- GIF or JPEG files only.
- No active content allowed (ie: Flash, iFrames, Javascript, forms, etc.)
- 40K maximum file size.
- Third-party ad serving allowed.
- File and/or ad tags to be provided 5 business days prior to scheduled start date.
- eNewsletter advertising is reliant on timely submission of acceptable ad files by the advertiser.

Please send ad files to: bethany@salesandmarketing.com
(When emailing, include advertiser name & issue date)

HTML Opportunities

HTMLs are graphic e-mails, co-branded with *Sales & Marketing Management* magazine, and sent to selected demographics from the *Sales & Marketing Management* magazine database.

To schedule, contact Bethany Lewis, Production Manager, at: bethany@salesandmarketing.com for a list of available dates.

Advertiser & Agency supplied graphics: Send finished HTML file & images to Bethany Lewis: bethany@salesandmarketing.com three business days before the event.

Material Requirements: SWOP standards apply. Digital Materials only. Preferred file format is PDF (PDF/X-1a or greater) files created for 300 dpi with a total density of 300%. A SWOP proof is recommended for color ads. Files can be submitted via email, or for FTP download, or uploaded to publisher's FTP. Publisher accepts no responsibility for errors resulting from materials submitted that do not meet the above criteria or arrive after the material due date.

For production-related questions, contact Bethany Lewis at: bethany@salesandmarketing.com or 612-723-1222.

2018 Print Production Key Dates

Issue	Ad Close	Material Due	Mail*
Jan/Feb	12/01/17	12/08/17	1/11/18
March/April	2/02/18	2/07/18	3/15/18
May/June	4/06/18	4/11/18	5/17/18
July/August	6/01/18	6/06/18	7/12/18
Sept/Oct	8/03/18	8/08/18	9/13/18
Nov/Dec	10/05/18	10/10/18	11/15/18

All dates are current as of 10/27/17.

*Mail dates are approximate

Delivery & Contact Information

For FTP instructions, contact Bethany Lewis by phone or email: bethany@salesandmarketing.com or 612-723-1222

PDF files under 10MB email to:

bethany@salesandmarketing.com