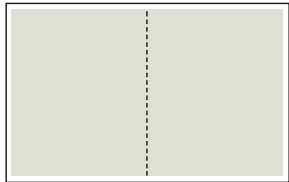


Print: Ad Dimensions: Magazine trim: 8" x 10.75"

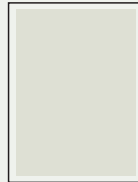
Contact Bethany Lewis, Bethany@salesandmarketing.com • 612.723.1222



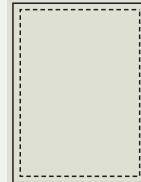
2-Page Spread
Provide 2-page spreads as single-page files

Magazine
Trim size:
8 x 10.75 inches.

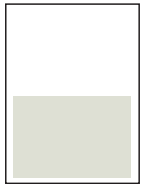
Keep all critical text and graphics 0.5 inch from all edges.



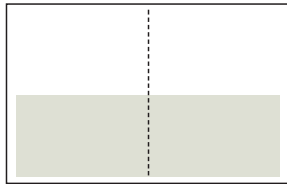
Full Page, no bleed
Trim size 8 x 10 1/4 inches
Live area 7 x 10 inches



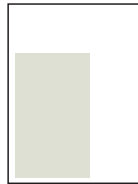
Full Page with bleed
Bleed size 8 1/4 x 11 inches
Live area 7 x 10 inches



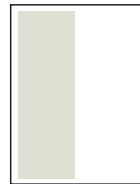
1/2 Horizontal
7 x 4 7/8 inches



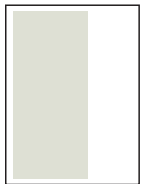
1/2 Horizontal Spread
15 x 4 7/8 inches



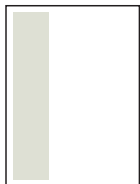
1/2 Island
4 1/2 x 7 1/2 inches



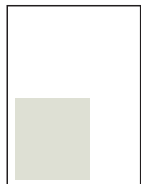
1/2 Vertical
3 3/8 x 10 inches



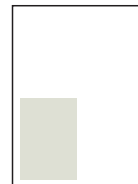
2/3 Page
4 1/2 x 10 inches



1/3 Vertical
2 1/8 x 10 inches



1/3 Square
4 1/2 x 4 7/8 inches



1/4 Square
3 3/8 x 4 7/8 inches

2020 Print Production Key Dates

Issue	Ad Close	Material Due	Mail*
Winter	1/3/20	1/8/20	2/4/20
Spring	3/2/20	3/4/20	3/30/20
Summer	5/29/20	6/3/20	6/30/20
Fall	8/21/20	8/26/20	9/25/20

All dates are current as of 11/22/19.
*Mail dates are approximate

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.

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

Digital Sponsorship – Banners

- 970 x 250 billboard (or 728 x 90 leaderboard)
- 300 x 250 premium square
- 300 x 600 skyscraper

- .GIF, .JPEG, & .SWF (Flash) files only. (Active content is not allowed for 300 x 250 banners in SMM Monitor eNewsletter – please submit at least one GIF or JPEG 300 x 250 with your file package)
- 40K max file size for run-of-site.
- 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 3 business days prior to scheduled start date.
- Activation of digital sponsorship is reliant on timely submission of acceptable ad files by the advertiser.

Retargeting – Banners

Any standard IAB size

- GIF, JPEG & SWF (Flash) files only.
- Flash Files: 15 scene, unlimited looping allowed, with 40K initial size and up to 500K in additional files.
- 150K maximum file size.
- Third-party ad serving allowed.
- File and/or ad tags to be provided 3 business days prior to scheduled start date.
- Activation of retargeting campaign is reliant on timely submission of acceptable ad files by the advertiser, and may be affected by GoogleAds processing queues and timelines.

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.

Materials are due 3 business days prior to transmission date.

Please send all ad files to bethany@salesandmarketing.com