



# Production Specs Sheet – 2021

## Focus Reports

- All display ads in Focus Reports should be submitted as a PDF file sized 8 × 10.75”.
- Files can be submitted via email or by file-sharing service such as Dropbox, Google Drive, WeTransfer, etc.

## 2021 Focus Reports Calendar

Issue	Ad Close	Material Due	Published Online
Q1 #1	January 7	January 13	January 18
Q1 #2	March 5	March 11	March 13
Q2 #3	April 30	May 6	May 13
Q2 #4	June 14	June 18	June 23
Q3 #5	July 30	August 5	August 11
Q3 #6	Sept. 10	Sept. 15	Sept. 20
Q4 #7	October 11	October 15	October 20
Q4 #8	Nov. 22	Nov. 30	Dec. 6

All dates are current as of 11/2/20.

### Digital Sponsorship Program

- 970 × 250 billboard banner
- 300 × 250 premium square banner
- 300 × 600 skyscraper banner
- High-res company logo

- GIF and JPEG files only.  
(animated content is not allowed for 300 × 250 banners in SMM Monitor eNewsletter — please submit at least one static 300 × 250 with your file package)
- 100K max file size per banner.
- Third-party ad serving allowed.
- File and/or ad tags to be provided 3 business days prior to scheduled start date.

### SMM Monitor – Text Ads

- 70-80 words and 1-2 hyperlinks per text ad.
- Copy to be provided 3 business days prior to scheduled start date.

### Retargeting

#### All standard IAB banner sizes supported

- GIF and JPEG files only.
- 150K max file size per banner.
- Third-party ad serving allowed.
- File and/or ad tags to be provided 3 business days prior to scheduled start date.

### HTML Opportunities

See separate “HTML info sheet” for full instructions.

**For production-related questions and all submissions, contact [Production@LakewoodMediaGroup.net](mailto:Production@LakewoodMediaGroup.net).**