SMM SALES & MARKETING MANAGEMENT

2017 Advertising Material & Production Information
- Print   - eNewsletter
- Web Site   - HTMLs

Print:

Ad Dimensions: Magazine trim: 8" x 10.75" CONTACT: Tony Kolars Tony@salesandmarketing.com 612-414-4407
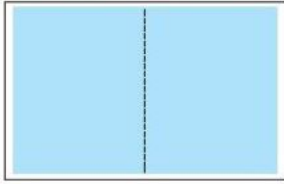
2-Page Spread
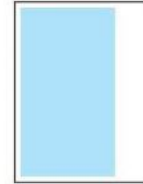Provide 2-page spreads as single-page files

Magazine Trim size: 8 × 10.75 inches.
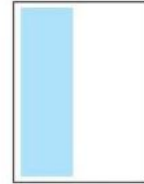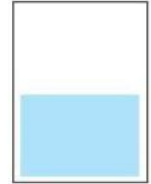Keep all critical text and graphics 0.5" from all edges.

Full Page, no bleed
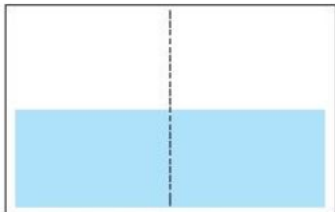
Full Page w/bleed Background bleed size: 8¼ × 11 inches

2/3 Page 4½ × 10 inches
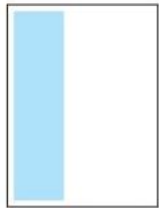
1/2 Vertical 3⅜ × 10 inches
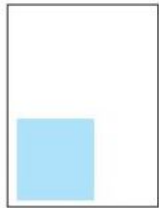
1/2 Horizontal 7 × 4⅞ inches

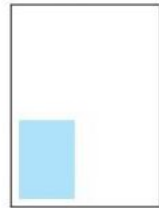**1/2 Horizontal Spread** 15 × 4⅞ inches

1/2 Island 4½ × 7½ inches

1/3 Vertical 2⅛ × 10 inches

1/3 Square 4½ × 4⅞ inches

1/4 Square 3⅜ × 4⅞ inches

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 Tony Kolars at: tony@salesandmarketing.com, or 612-414-4407.

2017 Print Production Key Dates

Issue:	Ad Close	Material Due	Mail*
January/February:	12/02/16	12/07/16	1/10/17
March/April:	2/06/17	2/08/17	3/14/17
May/June:	4/10/17	4/13/17	5/16/17
July/August:	6/01/17	6/06/17	7/11/17
Sept/Oct:	8/07/17	8/10/17	9/12/17
Nov/Dec:	10/09/17	10/12/17	11/14/17

All dates are current as of 08/13/16

*Mail dates are approximate

Delivery & Contact Information:
(For FTP instructions, contact Tony Kolars by phone or email: tony@salesandmarketing.com or 612-414-4407)

PDF files under 10mb email to:
tony@salesandmarketing.com

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: **tony@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: **tony@salesandmarketing.com**
(When emailing, include advertiser name & issue date)

HTML Opportunities

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

To schedule, contact Tony Kolars, Production Manager, at: tony@salesandmarketing.com for a list of available dates.

Advertiser & Agency supplied graphics: Send finished HTML file & images to Tony Kolars: tony@salesandmarketing.com three business days before the event.