

# the NEWS

PRINT AD SPECS		
<b>Tabloid Page</b>	Bleed	11.125" x 15"
	Live Area	10.125" x 14"
	Trim	10.875" x 14.75"
<b>Tabloid Spread</b>	Bleed	22" x 15"
<b>Junior Page</b>	Bleed	8.75" x 11"
	Live Area	8.125" x 10"
	Trim	8.375" x 10.75"
<b>2/3 Page</b>	Vertical	4" x 13.5"
	Square	6" x 8"
<b>1/2 Page</b>	Vertical	4" x 10"
	Horizontal	8.125" x 5"
<b>1/3 Page</b>	Vertical	4" x 7.5"
	Square	6" x 5"
<b>1/4 Page</b>	Vertical	1.875" x 5"
	Horizontal	4" x 5"
<b>1/6 Page</b>	Vertical	1.875" x 5"
	Horizontal	4" x 2.5"
<b>Admart</b>		4" x 4"
<b>Double Admart</b>	Vertical	4" x 8"
	Horizontal	8" x 4"
<b>Cover Strip ad</b>	Horizontal	5" x 2"
<b>Industry Calendar</b>		10.75" x 8" trim
<b>Supplement</b>	Full	8.25" x 11" bleed 8" x 10.75" trim
	1/2 vert	3.375" x 10"
	1/2 horiz	7" x 4.875"
	1/4 square	3.375" x 4.875"
	<b>Gatefold IFC</b>	<b>Front &amp; Back flap each trim to 10.125" x 14.75" and bleed at 10.375" x 15". IFC trims to 10.625" x 14.75" and bleeds at 10.875" x 15"</b>
<b>High Res PDF, TIF, or AI file</b>		
*Please send all ad materials to Lou Ann Morton - MortonL@bnpmedia.com. For files larger than 10MB please upload at our FTP site - http://upload.bnpmedia.com and select "ACHR News" from the publication drop-down menu.		
* For quotes or specs on INSERTS, please contact Mary Wray at wraym@bnpmedia.com.		

DIGITAL EDITION SPONSORSHIP	
<b>Toolbar Logo</b>	100 x 35 pixels
<b>Deployment Email Banner</b>	400 x 100 pixels
<b>Wide Skyscraper</b>	160 x 600 pixels
<b>Full Page Ad</b>	10.875" x 14.75"
*Logo files can be PNG, GIF OR JPG. Banner ad can be GIF or JPG, and should be a maximum of 40 KB. Full page ad should be high-res PDF. Please include the URL(s) the logos/ads should link to.	
eNEWSLETTER AD SPECS	
<b>Leaderboard Ad</b>	728 x 90 pixels
<b>Medium Rectangle</b>	300 x 250 pixels
<b>Rectangle</b>	180 x 150 pixels
<b>Text Ad</b>	60 words
Maximum file size: 40 KB, JPG or GIF files accepted (no Flash animation). Please provide URL to link ad to. For text ads only, include a "headline."	

WEB AD SPECS		
	Desktop/Tablet	Mobile
<b>Leaderboard</b>	728 x 90 pixels	320 x 50 pixels
<b>Medium Rectangle</b>	300 x 250 pixels	300 x 250 pixels
<b>Half/Wide Skyscraper</b>	300/160 x 600 pixels	300 x 250 pixels
<b>Rectangle</b>	180 x 150 pixels	180 x 150 pixels
<b>Mobile Banner</b>	320 x 50 pixels	320 x 50 pixels
Maximum file size: 200 KB, JPG, GIF or 3rd party tags accepted. Please provide URL to link ad to. Multiple ad sizes maybe required for mobile responsive site and Rich Media ads.		

PRODUCTS eBLASTS	
<b>Photo</b>	250x250 pixels - exclusive/200x200 - multi sponsor
<b>Copy</b>	Up to 100 words - please include a headline and provide

VIDEO SPOTLIGHT eBLAST	
<b>Resolution</b>	up to 1920 x 1080 pixels
<b>File Size</b>	Under 2GB
<b>Formats</b>	*mp4, mov, flv, mpg, avi

Please include:

- Headline • Company logo
- 50 word description • URL to link logo to

\*The video must be submitted as a digital file, no links to YouTube or your website