

**Publication Trim Size:** 8.875" x 10.875"

**Type of Binding:** Perfect Bound

**Printing Process:** Web Offset (SWOP)

**Gina Montemurro**, Ad Operations Manager

1500 Spring Garden Street, Suite 1200

Philadelphia, PA 19130

215-238-5098 | [gmontemurro@napco.com](mailto:gmontemurro@napco.com)

STANDARD PAGE SIZES	LIVE AREA	TRIM	BLEED
Full Page	8.375" x 10.375"	8.875" x 10.875"	9.125" x 11.125"
*Full Page Spread	16.75" x 10.375"	17.75" x 10.875"	18" x 11.125"
2/3 Page Vertical	5.125" x 10"		
1/2 Page Horizontal	7.875" x 4.75"		
1/2 Horizontal Spread w/bleed	16.75" x 4.75"	17.75" x 5.1875"	18" x 5.4375"
1/2 Page Vertical	3.75" x 10"		
1/3 Page Square	5.125" x 4.75"		
1/3 Page Vertical	2.375" x 10"		
1/4 Page	3.75" x 4.75"		
CLASSIFIED BY THE INCH DEPTH - MAXIMUM 10" DEEP			
Classified 1 Column	2.375" x # of inches deep		
Classified 2 Column	5.125" x # of inches deep		
Classified 3 Column	7.875" x # of inches deep		

- Please submit spread ads as 2 single page pdf files in the SMA portal using your full page trim size for each. This will require 2 separate uploads in the ad portal.
- Keep all live matter 0.375" inside trim of all ad sizes.
- Allow 0.25" safety gutter for ea. page of a spread when type is running across the gutter. Indicate trim on proof
- Fractional ads should be supplied with crop marks at least 0.125" outside the image area.

### Please send all print ad materials to the SendMyAd portal

Simply log on to <https://napco.sendmyad.com> to setup your account and upload/approve your print ad.

### Digital Specifications/PDF File Requirements

PDF/X-1a is the required file format for *Wide-Format Impressions* magazine. Sending your ad as a PDF/X-1a protects the integrity of your ad file and ensures that it will print properly. Please upload your ad to the SendMyAd portal as a PDF/X-1a file created with Acrobat Distiller 7.0 or higher.

#### Please Note:

- Scanned images for display must be high resolution (minimum 200 dpi), saved as CMYK (no RGB or JPEG graphics).
- All fonts must be embedded in the PDF and be Type 1 or 3 - No Truetype.
- Bleeds must be 0.125" outside trim
- All PDFs must be high res/press optimized (PDF/X-1a Compliant)
- Files must be Right Reading, Portrait Mode only 100% size, no rotations.
- If color is critical please provide us with a composite SWOP-certified color proof (with color bars) and send to the Ad Operations Manager at the address below. To see a list of SWOP-certified proofs we accept, please visit <http://www.swop.org/certification/certmfg.asp>. We cannot grant makegoods for poor color reproduction unless a SWOP-certified color proof is supplied with your digital file.
- Ad files must be uploaded to the SendMyAd portal. Log on to <https://napco.sendmyad.com>.  
Call the Ad Operations Manager at the number above if you have questions.

**Please note:** Advertisers or ad agencies that do not comply with these specifications and/or procedures waive all claims to make-goods or refunds and hold harmless Wide-Format Impressions in any and all production disputes.

### Insert Specifications

All dimensions are in inches (width x height)

- **Publication trim:** 8.875" x 10.875"
- **Minimum insert size:** 4.75" wide x 6" high
- **Maximum insert size:** 9/175" wide x 11.175" high, which will trim in the publication to 8.75" wide x 10.875" high
- **Minimum stock:** 60# text.
- **Maximum stock:** 10 pt.
- **Full Run Quantity:** 22,000: For Regional/Demographic inserts, please confirm with the production manager
- All inserts jog to foot and require additional 0.175" head and gutter trim. For months with supplements, such as December, inserts will job to the head.

- Inserts that are maximum size also require 0.125" face and foot trim. Keep live matter 0.375" inside the final trim size.
- **Inserts not furnished to these standards WILL incur additional production charges**
- Four-page inserts must be supplied folded and within the sizes indicated above. Review inserts greater than four pages or with unusual shapes, folds, or die cuts with a production representative. Inserts not furnished to these standards will incur additional production charges. Check in advance with the Ad Operations Manager for quantity needed 215-238-5098.

The USPS has set strict standards regarding size, weight, content and/or formatting of inserts, onserts and outserts that will qualify for periodicals rate postage with a periodicals-class magazine. Some examples of items that will not qualify include, but are not limited to, items that are considered to be product samples or items that include the word "catalog". Because of the scrutiny the USPS applies to every insert it is important that you supply us in advance with an actual sample of the item you wish to insert into our magazine so that we may have it evaluated for USPS compliance. If a printed sample is not available you may provide a dummy of the item.

Additional postage will be assessed and passed along to you if you do not provide a sample or dummy in advance for USPS compliance evaluation and the insert is later deemed by the USPS to be non-compliant with periodicals class requirements."

Send six insert samples to: Ad Operations Manager, *Wide-Format Impressions*,  
1500 Spring Garden Street, Suite 1200, Philadelphia, PA 19130

### Packing Instructions

Please pack in cartons on skids and identify with publication name, issue date, quantity and total number of skids being delivered. Also, please be sure inserts are shipped in boxes (inserts must be facing in the same direction within the carton) on skids clearly marked *Wide-Format Impressions* & the issue date the inserts are running. **DO NOT** shrink wrap inserts in cartons. **DO NOT** use chipboard or slipsheets to separate inserts in cartons. All inserts must be facing in the same direction within the cartons or additional production charges will be incurred. **\*Cartons weighing over 40lbs will incur additional costs for repackaging. (All cartons must be less than 40 lbs)\***

### Insert Shipping Instructions

Ship inserts pre-paid to:  
LSC Communications  
3401 Heartland Drive, Liberty, MO 64068-0298  
Attn: Bonnie House, 816-415-6628

Inserts must arrive at the printer at least 7 days prior to publication bind date. Please check with the Ad Operations Manager for specific dates. Deliveries accepted 8:00 a.m. to 3:30 p.m. Monday through Friday. Inserts should be shipped pre-paid, in cartons, on skids (only 1 version per skid allowed), clearly marked *Wide-Format Impressions*. Include issue date, quantity in each carton, plus the total # of cartons on skids being delivered. Cartons may not exceed 40lbs. Cartons weighing over 40lbs. could incur additional costs for repacking. Affix a sample of the insert to the outside of each carton. Clearly indicate if shipping multiple inserts for multiple issues. Pack two page inserts in cartons, facing the same direction. Four page or greater inserts, or inserts of an unusual shape, fold or die cut, must be discussed with the Ad Operations Manager 215-238-5098. Additional charges will be incurred if insert packing does not meet specific requirements. Please do not ship inserts more than 90 days in advance of issue.

Advertisers or ad agencies that do not comply with the above insert specifications and/or procedures waive all claims to make-goods or refunds and hold harmless *Wide-Format Impressions*, in any and all production disputes.

Advertisers or agencies may also incur additional production charges if they do not comply with the above insert specifications and/or procedures.

Inserts not packed & shipped according to these requirements WILL incur additional production charges!

Please send 5 samples and/or dummies (prior to printing and shipping) to:

**Gina Montemurro**, Ad Operations Manager  
1500 Spring Garden Street, Suite 1200  
Philadelphia, PA 19130  
1200 Philadelphia, PA 19130-4094

**These online ad specifications apply to:**

- Leaderboards (728x90)
- Super Leaderboards (970x90)
- Billboard (970x250)
- Medium Rectangles (300x250)
- Half Page Rectangles (300x600)

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215-238-5098 | [gmontemurro@napco.com](mailto:gmontemurro@napco.com)

**Please note:** The size of the placements should be indicated on the IO. Please contact your sales representative.

FORMAT	IMAGE, ANIMATED IMAGE
Dimensions	640x480, 728x90, 970x90, 970x250, 300x250, 300x600,
Max Initial File Size	200 Kb
Max Polite File Size	N/A
Max User initiated File Size	N/A
Animation	15 seconds @ 24 fps, maximum 3 loops, 4 frames
Video/Audio Length	N/A
Creative Requirements	.jpg, .gif or .png accepted
	Click URL
	Flash ads not accepted
	Maximum 100 characters of alt text for accessibility (screen readers, older browsers, custom browser configurations, etc.)
Other Creative Guidelines	IAB Guidelines for Universal Ad Package (UAP): <a href="https://www.iab.com/wp-content/uploads/2017/07/IABNewAdPortfolio_Quick_Guide_2017-07.xlsx">https://www.iab.com/wp-content/uploads/2017/07/IABNewAdPortfolio_Quick_Guide_2017-07.xlsx</a>
Hosting	Publisher Hosted or 3rd Party
	HTML5 – Max Initial File Load Size – 200 KB
	Subsequent Size – 300 KB
	Overall Total Combined Size – 500 KB
Submission Deadlines	Minimum 3 Days Before Flight

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## eNewsletter Display Ads

### These newsletter display ad specifications apply to:

- Leaderboards (728x90)
- Medium Rectangles (300x250)
- Marquee (970x250) – Ad will dynamically scale down and display as 728x188 in the newsletter

**Please note:** The size of the placements should be indicated on the IO. Please contact your sales representative.

FORMAT	IMAGE
Dimensions	728x90, 300x250, 970x250
Max Initial File Size	45 Kb
Animation	Maximum 3 loops, 4 frames
Creative Requirements	.jpg, .gif or .png accepted
	Click URL
	Flash ads not accepted
	Animated image not recommended
Hosting	Publisher Hosted or 3rd Party
Submission Deadlines	3 Days Before Flight

## Featured Resources

Featured Resources are a form of native advertising available in Newsletters that appears as content in a deployment. A user click will result in that user visiting a click URL you specify. A Featured Resource consists of:

- A Headline
- An Excerpt (Teaser)
- A Thumbnail Image

FORMAT	IMAGE OR LOGO AND TEXT
Image Size	250x250 (dynamically scaled to fit newsletter template), maximum 45k
Headline	Approximately 50 characters.
Excerpt	Approximately 50 words. No HTML permitted.
Animation	Not recommended.
Creative Requirements	All components (headline, excerpt, image and link) are required.
	.jpg, .gif, or .png accepted.
	Client gated click URL
Hosting	Publisher Hosted Only
Submission Deadlines	3 Days Before Flight