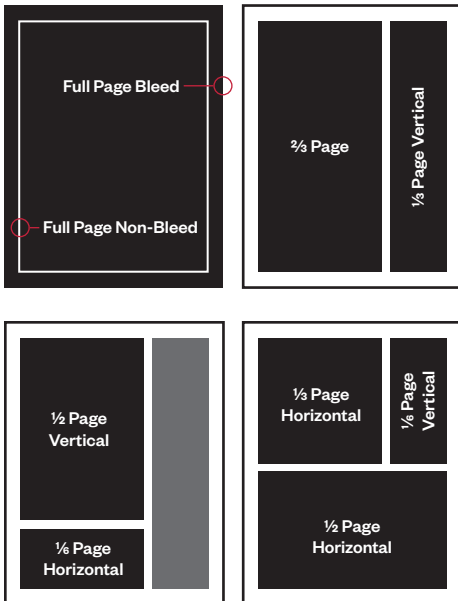


AD SPECIFICATIONS

Available Sizes



FULL PAGE

Full page Non-bleed.....W7" x H9.5"
Full page Bleed SizeW8.25" x H10.75"
 Trim Size..... W8" x H10.5"
 Live Area W7.25" x H9.75"

Bleed ads allow .125" bleed on all sides. Keep live matter .375" from trim edges. Full page, non-bleed ads will have a 1/2" white border when trimmed.

SPREAD

Two Page Bleed SizeW16.25" x H10.75"
 Trim Size..... W16" x H10.5"
 Live Area (Each Page)..... W7.25" x H9.75"

For 2-page spread, bleed ads, keep live matter .375" from all trim edges and from gutter.

FRACTIONAL

2/3 page W4.5" x H9.5"
 1/2 page vertical W4.5" x H7"
 1/2 horizontal..... W6.875" x H4.625"
 1/3 vertical..... W2.125" x H9.5"
 1/3 horizontal..... W4.5" x H4.625"
 1/4 vertical..... W3.375" x H4.625"
 1/6 vertical..... W2.125" x H4.625"
 1/6 horizontal..... W4.5" x H2.25"

Fractional bleed specs for 2/3, 1/2 horizontals and 1/3 verticals available upon request.

Ad Preparation

High-resolution Adobe Acrobat PDF recommended. Mac format preferred.

PDF Settings

High-resolution PDF for press: PDF/X-1a:2001 (recommended) or Press Quality. All fonts embedded.

Image Settings

Color images: 300 DPI
 Monochrome images (Graphic & Art Settings): 1200 DPI

Photoshop PDFs and PDFs created by Adobe PDF Writer are NOT recommended.

InDesign, Photoshop (saved as TIFF or EPS), or Illustrator (saved as EPS) files are also accepted. Convert all fonts used in art files to outlines. Native files may be sent as long as all screen and printer fonts and all linked art files used in the ad are included. Files created in Microsoft Paint, Word or PowerPoint are **not** accepted.

Images

All high-resolution images must be a minimum of 300 DPI at 100% of final print size. Do not upsample the resolution of your image by manually changing the DPI in Photoshop. This can cause a pixelated, blurry or low-quality image.

DO NOT USE SPOT COLORS.

4-color scans must be saved as CMYK, not RGB.

Print Specs

17–20% dot gain. Heat-set web offset. Perfect bound. Jogs to foot.

Prep Specs

Screened tone values over 85% may print solid. Screen tone values under 3% may not print. Total density in any one area must not exceed 280%. Publisher can not guarantee legibility of 4-color knock-out type below 7 points. Offset reproduction may not match computer generated color proofs.

Boston Design Services

If you do not have creative for your advertisement, *Boston* magazine can provide design services at an additional cost. For more information and rates, contact your Account Manager.

Ad Submission

Your account manager will send you a personalized link to upload your ad. Please do not email your ad. Please do not email your ad directly. Use advertiser's name as the file name. Zip your file before uploading and remove all special characters and extra periods from the file name. If you are sending native files, please package all fonts and images before zipping your files.

Proofs

Send a proof of the final ad printed at 100%. Digital proofs are acceptable for color, provided they have been calibrated to SWOP standards.

Proofs may be mailed to...

Metrocorp Media Production ATTN: Joshua Neal
 170 S Independence Mall W, Suite 200 East
 Philadelphia, PA 19106

Questions?

Contact your account manager or **Rachel Drezner** in the Client Services department at rdrezner@metrocorpmedia.com.

Traditional Display Ad Units

	DIMENSIONS (PX)	FORMAT	FILE SIZE	RESTRICTIONS	VIDEO OPTION
Mobile Unit	320x50	Image or 3rd-party tag	100kB max	None	No
Skins (x2)	120x1050	JPG or PNG file	100kB max (each)	No animation	No
Medium Rectangle	300x250	Image or 3rd-party tag	200kB max	None	Yes
Half Page	300x600	Image or 3rd-party tag	200kB max	None	Yes
Leaderboard	728x90	Image or 3rd-party tag	200kB max	None	Yes
Billboard	970x90 or 970x250	Image or 3rd-party tag	200kB max	None	Yes
Prestitial (Desktop)	600x400	JPG or PNG file	200kB max	15 seconds max	Yes
Social Display (Mobile)	N/A	Facebook, Instagram, Twitter	N/A	None	No

e-Newsletters

	DIMENSIONS (PX)	FORMAT	FILE SIZE	RESTRICTIONS	VIDEO OPTION
e-Newsletter	300x250	JPG or PNG file. Includes 20–25 words and URL.	100kB max	No animation	No
e-Blast	450x540	JPG file and best contact(s) to receive test, 20–25 words and URL	N/A	No animation	No

Video

	DIMENSIONS (PX)	FORMAT	FILE SIZE	RESTRICTIONS	NOTES
In-Banner	300x250	3rd-party only; No streaming	200kB initial load; 1.1MB additional	User-initiated sound	Site-serving; design up-charge
In-Article	1280x720 (16:9 aspect ratio) expands to frame	mp4 or VAST tags (SSL only)	20MB max	15 or 30 seconds	24 FPS

BREAKDOWN

Ad Submission

Creative can be emailed to your Account Manager and will be sent to the online marketing department.

Image Files

200kB max file size (.jpg, .png, .gif)

Rich Media

200kB max file size for site-served; 300kB for 3rd-party serving

HTML5 sent as .zip file that can only contain the following elements:

.html, .js, .json, .jpg, .gif, .png, .swf, .css, .xml. All files in the provided .zip must be referenced in your .html file. Do not send any that are not referenced.

Any creative with additional elements (video, expansion, etc) MUST be served through a 3rd-party ad-server or be subject to additional production fees of \$1,500 per creative and \$1.50 CPM up-charge.

clickTag sample:

```
<script type="text/javascript">
var clickTag = "http://www.yourURLhere.com";
</script>
```

Flash no longer accepted.



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