2027 Advertising Specifications

MAGAZINE | WEBSITE | NEWSLETTER

QUICK REFERENCE

CHANNEL	UNITS ON THE 2027 RATE CARD
Magazine	2 page spread, full page, 2/3, 1/2, 1/3 and 1/4 page
Website	Persistent banner
	Top leaderboard, top rotation and in-content
Newsletter	Leaderboard, inline banner, skyscraper and inline text ad

WHAT IS INSIDE

2 **Magazine:** File preparation, bleed and trim

3 **Magazine:** Ad sizes

4 **Website:** Where each unit sits on the page

5 **Website:** Creative dimensions, delivery requirements and what each product includes

6 **Newsletter:** Positions, creative dimensions and delivery

7 **Production checklist:** Submission and contacts

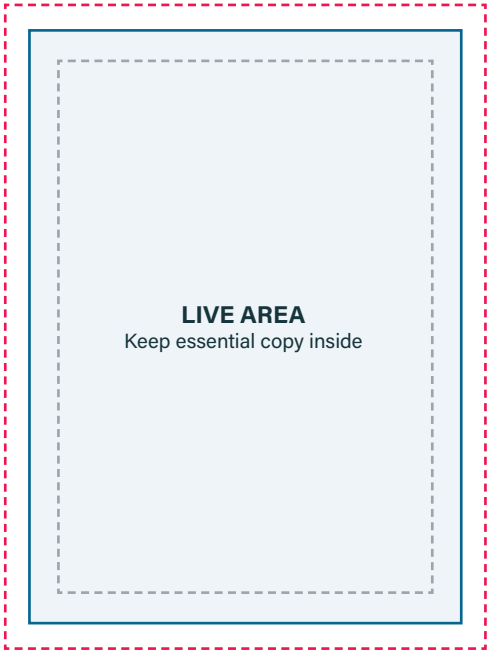
MAGAZINE

FILE PREPARATION

Meet these standards and your ad goes to press without a query. Files that miss them are returned for correction, which puts your placement at risk against the materials deadline.

REQUIREMENT	SPECIFICATION
Preferred format	PDF/X-1a:2001, press optimized, with no RGB and no spot colors.
Images	300 dpi or higher. Image mode CMYK Color or Grayscale. Color type Process.
Color	Convert all ads to CMYK. Build four color black as 20c 20m 20y 100k.
Fonts	Do not apply style attributes such as bold or italic to copy. Use the actual Bold or Italic font. Embed all fonts in the PDF. Roboto is not accepted: convert it to outlines or rasterize it before creating the PDF.
Trapping	Set all type and elements on top layers to knockout. If overprint is specified for a desired effect, do not knockout.
Fractional ads	Submit all final fractional sizes without bleed, trim or crop marks.
Photoshop files	Photoshop files saved as PDF are accepted. Set them to trim size for fractional units and to bleed size for full pages and spreads. CMYK color, 300 ppi.
Ad portal	PDF only, PDF/X-1a:2001 preferred. The portal cannot accept compressed files.

BLEED AND TRIM



Bleed
8.125 × 11 in
(add .125 in to all sides)
Extend background artwork to the outer dashed edge. Full pages and two page spreads only.

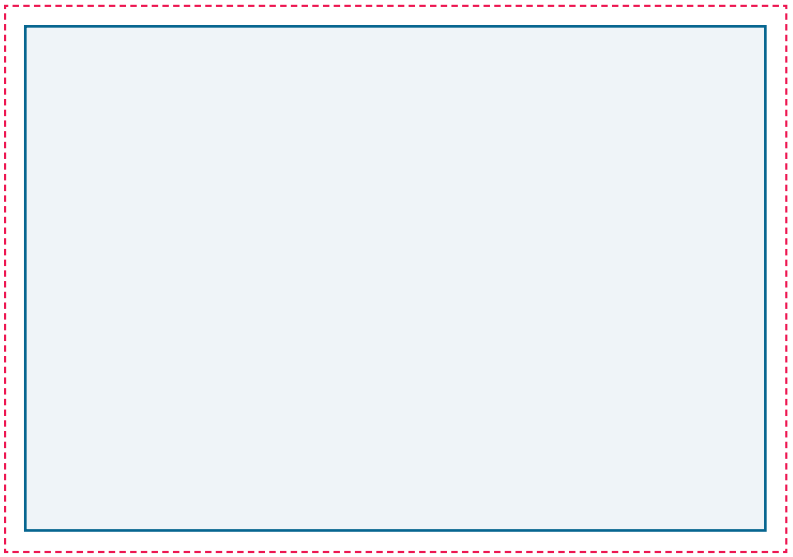
Trim
7.875 × 10.75 in
The finished page. Artwork is cut on this line.

Live area
7 × 10 in
Hold type and logos clear of the trim so nothing is lost in binding or cutting.

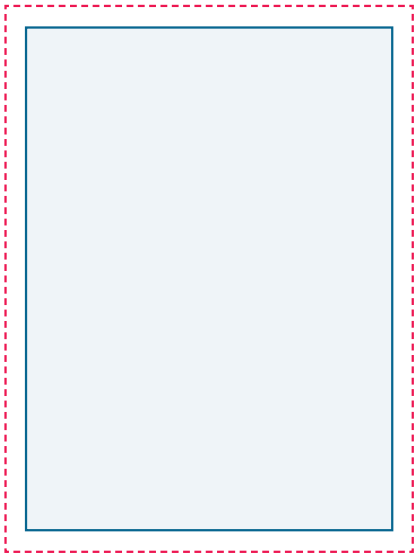
MAGAZINE

AD SIZES

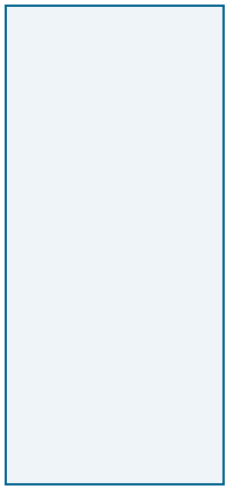
Dimensions are width × height in inches. The same sizes apply across all titles and special editions.



Two Page Spread
15.75 × 10.75 in
Bleed 16 × 11 in



Full Page
7.875 × 10.75 in
Bleed 8.125 × 11 in



2/3 Vertical
4.5625 × 10 in



1/2 Vertical
3.375 × 10 in



1/3 Vertical
2.1875 × 10 in



1/2 Horizontal
7 × 4.875 in



1/4 Vertical
3.375 × 4.875 in

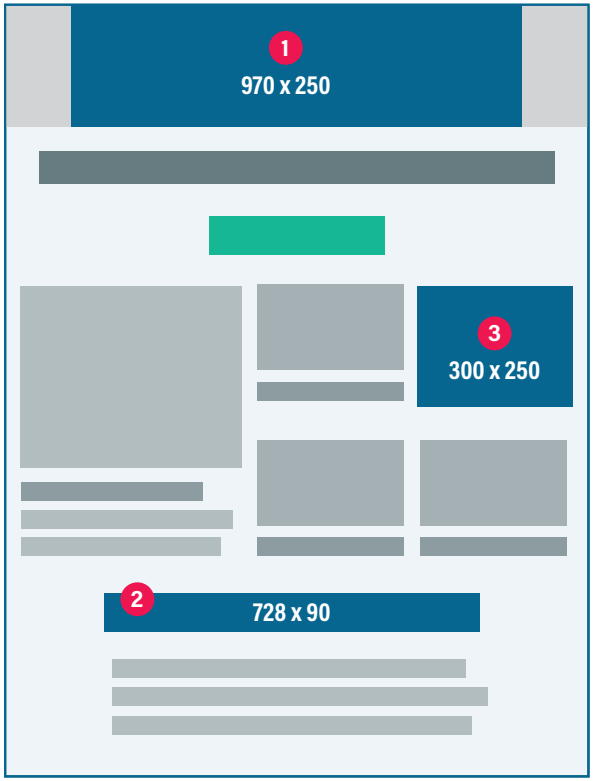
WHICH SIZE TO SUPPLY		
2 Page Spread	15.75 × 10.75 in	Bleed 16 × 11
Full Page	7.875 × 10.75 in	Bleed 8.125 × 11 in
2/3 Vertical	4.5625 × 10 in	No Bleed
1/2 Vertical	3.375 × 10 in	No Bleed
1/2 Horizontal	7 × 4.875 in	No Bleed
1/3 Vertical	2.1875 × 10 in	No Bleed
1/4 Vertical	3.375 × 4.875 in	No Bleed

WEBSITE

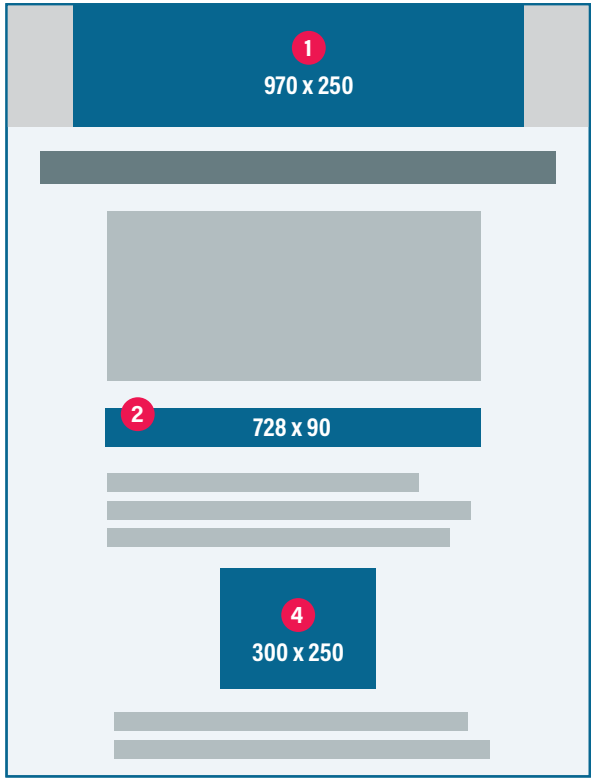
WHERE EACH UNIT SITS

Four positions make up the website sponsorship products.
The diagram shows where each one appears on a category page and inside an article.

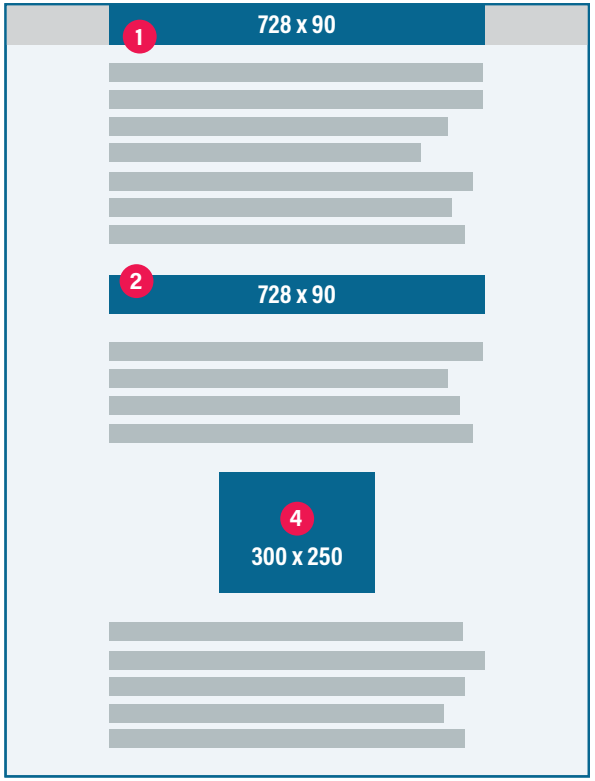
CATEGORY PAGE



ARTICLE PAGE, BEFORE SCROLL



ARTICLE PAGE, AFTER SCROLL



1 Persistent banner
970 x 250, 728 x 90
Sits above the navigation. As the reader scrolls it shrinks but stays on screen, so it is the only position visible for the whole visit.

2 Top leaderboard
728 × 90, 320 x 50
Full width, on category pages sits below grid.

3 Top rotation
300 × 250
Inside the category grid.

4 In-content
300 × 250
Within the article body.

WEBSITE

CREATIVE DIMENSIONS

All creative is supplied in RGB at the exact pixel dimensions of the booked position.

PERSISTENT BANNER (SUPPLY FOUR FILES FOR THIS AD POSITION)

Standard - Desktop

970 x 250

728 x 90

Standard - Mobile

800 x 450

800 x 150

SUPER WIDE FORMAT

Super Wide - Desktop: 3840 × 800, 3840 × 320 | **Super Wide - Mobile:** 800 × 450, 800 × 150

TOP LEADERBOARD

Standard - Desktop

728 x 90

Standard - Mobile

320 x 50

TOP ROTATION AND IN-CONTENT

TOP ROTATION 300 x 250

IN-CONTENT 300 x 250

Top rotation and in-content are the same pixel size but sold as separate positions. Where you have booked both, supply two different creatives.

DELIVERY AND PRODUCTS

DIMENSIONS AND MAXIMUM FILE WEIGHT

POSITION	DESKTOP	MOBILE	MAX FILE SIZE	FORMATS
Persistent banner - Standard	970 × 250 728 × 90	800 × 450 800 × 150	970 × 250: 250kb 728 × 90: 150kb 800 × 450: 250kb 800 ×150: 200kb	JPG, GIF, PNG
Persistent banner - Super Wide	3840 × 800 3840 × 320	800 × 450 800 ×150	3840 × 800: 250kb 3840 × 320: 250kb 800 × 450: 250kb 800 × 150: 200kb	JPG, GIF, PNG
Top leaderboard	728 × 90	320 x 50	40kb static 200kb for HTML5	JPG, GIF, PNG, HTML5 and most third-party tags
Top rotation	300 × 250	300 × 250	40kb static 200kb for HTML5	JPG, GIF, PNG, HTML5 and most third-party tags
In-content	300 × 250	300 × 250	40kb static 200kb for HTML5	JPG, GIF, PNG, HTML5 and most third-party tags

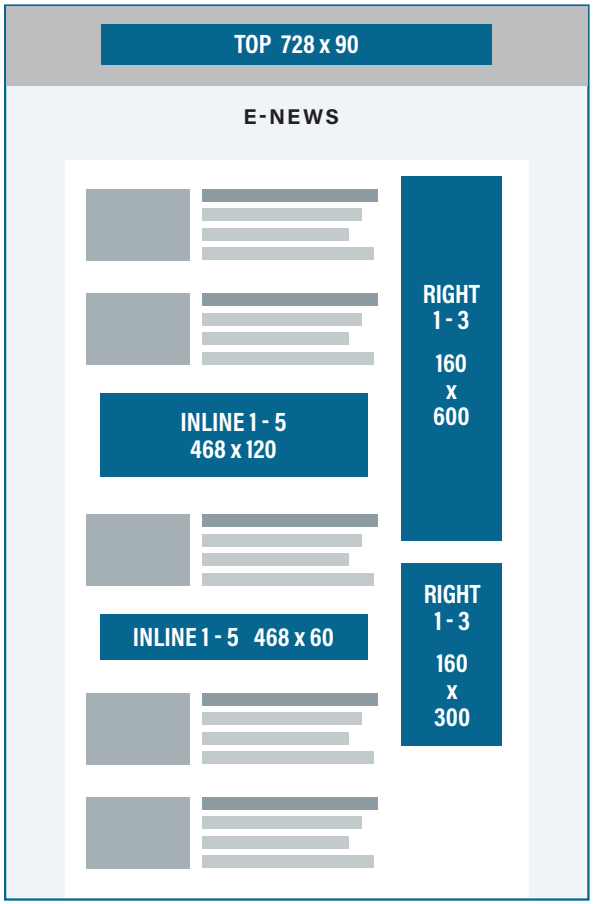
HTML5 AND THIRD-PARTY TAGS

HTML5	• Size Limit: 200KB • Max Polite Download: 2.2MB • Video/Audio: On user click	• Border: 1px • Maximum Animation length: 15 seconds
Persistent banner	Static image only — JPG, GIF or PNG. Third-party ad tags are not supported on this position. Supply images with impression and click tracker if you need third-party metrics.	
Third-party served	Agency must grant access for applicable third-party reporting on or before the start of each placement.	

NEWSLETTER

POSITIONS

Positions are numbered by their order in the newsletter. Lower numbers sit higher in the email and are priced accordingly.



CREATIVE DIMENSIONS & DELIVERY

All newsletter creative is supplied in RGB.

LEADERBOARD

728 x 90

FULL BANNER EXTENDED

468 x 120

INLINE BANNER

468 x 60

SKYSCRAPER

160 x 600

HALF SKYSCRAPER

160 x 300

AD UNIT	DIMENSIONS
Top Leaderboard	728 × 90
Inline 1 - 5	468 × 120 or 468 × 60
Right 1 - 3	160 × 600 or 160 × 300

INLINE TEXT AD

A native unit built from your images and copy rather than a image banner.

ELEMENT	SPECIFICATION
Thumbnail image	300 × 250 px
Logo image	75 × 40 px or larger
Headline	40 characters maximum
Teaser text	300 characters maximum
Call to action text	30 characters maximum

DELIVERY REQUIREMENTS

Accepted file types	JPG, PNG, GIF
Max File Size:	40kb
Animated GIF	15 seconds maximum, 4 loops maximum
Reporting	Third-party click trackers accepted. 1 × 1 trackers, JavaScript tags are not accepted.

ANIMATED GIFS

Animated GIFs are not supported in some readers (MS Outlook). Those users will only see the FIRST FRAME of the animated GIF banner. We recommend that you design your first frame to show everything that you'd want them to see on your banner. Set the first frame to display for 0ms so the animation will appear correctly.

PRODUCTION

CHECKLIST, SUBMISSION AND CONTACTS

MAGAZINE PRODUCTION CHECKLIST

- [ ] Supplied as PDF/X-1a:2001, press optimized, with no RGB and no spot colors
- [ ] All images 300 dpi or higher, CMYK or grayscale, process color
- [ ] Four color black built as 20c 20m 20y 100k
- [ ] Actual Bold and Italic fonts used, not style attributes, and all fonts embedded
- [ ] No Roboto, or Roboto converted to outlines or rasterized
- [ ] Type and elements on top layers set to knockout unless overprint is intended
- [ ] Full pages and spreads supplied at bleed size; fractionals at trim, with no bleed or marks
- [ ] Uploaded through the ad portal as an uncompressed PDF

DIGITAL PRODUCTION CHECKLIST

- [ ] Built at the exact pixel dimensions of the booked position, in RGB
- [ ] Four persistent banner sizes supplied, desktop and mobile, as static JPG, GIF or PNG
- [ ] Creatives must have 1-pixel border around perimeter within the specified dimensions.
- [ ] Within the maximum file weight for the position, and animation 15 seconds or under
- [ ] One tracked click-through URL supplied for every creative
- [ ] Third-party reporting access granted where third-party tags are used
- [ ] Files named with advertiser, brand, position and campaign month

MAGAZINE AD SUBMISSION

NEW ADVERTISERS

One person from your company receives an invitation from smanotifier@sendmyad.com to create an account at bobit.sendmyad.com, with a link to submit materials for the appropriate issue.

EXISTING ADVERTISERS

The registered account holder receives a material request email from smanotifier@sendmyad.com with a link to submit materials for the appropriate issue. Always use the link in the material request so the ad is uploaded against the appropriate issue.

MEDIA OPERATIONS CONTACTS

Fleet, Auto Rental, Auto Dealer, Transportation (Heavy Duty Trucking), **Public Sector** (Government Fleet) **and First Response** (Police Magazine)	**Lori Oani** 310-533-2516 lori.oani@bobit.com
Beauty (Modern Salon, Salon Today and Nails), **Public Sector** (School Bus Fleet) **and Motor Coach** (Metro Magazine)	**Diana Fitzgerald** 847-634-7872 diana.fitzgerald@bobit.com

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