

# SPECS/DEADLINES 2024



PRINT



DIGITAL

## DEADLINES

Materials must be received by 3pm on deadline day

Issue	Deadline
January 2024	11/22
February	12/22
March	1/26
April	2/23
May	3/25
June	4/22
July	5/21
August	6/26
September	7/26
October	8/22
November	9/23
December	10/25

**Ad sizes** W x D

**Spread** 2 Full Bleeds

### Full bleed

Trim	8.125 x 10.875
Bleed	8.375 x 11.125
Safety	7.625 x 10.375

**Full page** 7 x 10

**2/3 V** 4.5 x 10

**1/2 V** 4.5 x 7.5

**1/2 H** 7 x 4.875

**1/3 V** 2.187 x 10

**1/3 S** 4.5 x 4.875

**1/6 V** 2.187 x 4.875

**1/6 H** 4.5 x 2.375

## Upload ads to

### UPLOAD FINAL PDFs TO FTP

Our server is easily accessed via your web browser.

**Web Address** <http://upload.njmonthly.net>

**Username** njmftp **Password** njm1dc

All fields must be completed to proceed with upload.

Multiple-file uploads: placed in folder, zip/stuff before uploading.

### FILE REQUIREMENTS

Resolution: 300 dpi

File Format: PDFs only accepted

File Size: Must be sized exactly (see ad sizes above)

Color: CMYK; B/W to be greyscale. NO SPOT COLORS

## DEADLINE

Materials due 14 days before it is scheduled to run along with the URL you want the ad to direct to.

### FILE REQUIREMENTS

**Resolution** 72 dpi

**Format** JPEG or GIF

**Color** RGB

**Size** Must be sized exactly

**Images** Less than 150KB

**GIF or Videos** Less than 1MB

**Ad sizes** W x D

**BANNER ADS** 728 x 90  
Please supply creative in the following sizes 300 x 100  
300 x 250

**MOBILE ADHESION** 320 x 50

**BILLBOARD** 1440 x 240

### NEWSLETTERS

#### • Side Dish

#### • Weekend Buzz

Leaderboard 600 x 130  
Medium Rectangles 290 x 315  
(Position D, Image and logo)

#### • Gist

Call for sponsorship specs

#### • Shorecast

Leaderboard 600 x 150  
Medium Rectangles 300 x 300

Information about additional digital ad opportunities upon request

## PRINT OR DIGITAL QUESTIONS

[ads@njmonthly.com](mailto:ads@njmonthly.com)

or call our Client Success Managers:

**Dina Aponte 862-926-7248**

**Brianna Edson 973-727-9800**

**New Jersey**  
MONTHLY