

# SPECS/DEADLINES 2023



## PRINT



## DIGITAL

### DEADLINES

Materials must be received by 3pm on deadline day

Issue	CR Deadline
January 2023	11/23
February	12/23
March	1/30
April	2/27
May	3/27
June	4/24
July	5/25
August	6/29
September	7/31
October	8/25
November	9/27
December	10/30

Ad sizes	W x D
<b>Spread</b>	2 Full Bleeds
<b>Full bleed</b>	
Trim	8.125 x 10.875
Bleed	8.375 x 11.125
Safety	7.625 x 10.375
<b>Full page</b>	7 x 10
<b>2/3 V</b>	4.5 x 10
<b>1/2 V</b>	4.5 x 7.5
<b>1/2 H</b>	7 x 4.875
<b>1/3 V</b>	2.187 x 10
<b>1/3 S</b>	4.5 x 4.875
<b>1/6 V</b>	2.187 x 4.875
<b>1/6 H</b>	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: 300dpi

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:** 72dpi

**File Format:** JPEG or GIF

**File Size:** Must be sized exactly

**Color:** RGB

Ad sizes	W x D
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<b>BANNER ADS</b>	728 x 90
Please supply creative in the following sizes	300 x 100 300 x 25

<b>MOBILE ADHESION</b>	320 x 50
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<b>BILLBOARD</b>	2000 x 500
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#### NEWSLETTERS

##### Side Dish • Weekend Buzz

Leaderboard - 600 x 130

Medium Rectangles - 290 x 315

Text Ad - Max 60-65 characters

**Gist • Call for sponsorship specs**

*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