

## DEADLINES



ISSUE	Ad for Production	Press Ready
DECEMBER/ JANUARY 26	10/23	10/24
FEBRUARY	12/15	12/16
MARCH	1/21	1/22
APRIL	2/18	2/19
MAY	3/19	3/20
JUNE	4/16	4/17
JULY	5/20	5/21
AUGUST	6/18	6/19
SEPTEMBER	7/22	7/23
OCTOBER	8/19	8/20
NOVEMBER	9/23	9/24
DECEMBER/ JANUARY 27	10/21	10/22

## SPECS

### Ad Sizes

**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

### File Requirements

- **Format:** .pdf Only
- **Resolution:** 300 dpi
- **Color:** CMYK  
Convert B/W to Grayscale  
NO SPOT COLORS

### SEND FILE TO:

- Upload Final .pdf to FTP
- **Web Address:**  
<http://upload.njmonthly.net>
- **Username:** njmftp
- **Password:** njm1dc

## DEADLINES

Materials are due 14 days before materials run

All ads requiring a redirecting URL



## SPECS

### • Run of Site Ad Sizes

**Billboard** 1440 x 240

### Banner Ads

Send all 3 sizes 728 x 90  
300 x 100  
300 x 250

### • Dynamic Ads

**Amazing Cube** 300 x 300

- 6 images
- Includes caption and call to action

**Gallery** 300 x 300

- Up to 8 images
- Graphic with caption and logo

### Instant Video

- YouTube URL
- Caption and logo

### • Newsletter Ads Sizes

**Leaderboard (A, D)** 600 x 130

**Medium Rectangle (B, C)** 290 x 315

**The Gist** - Call for sponsorship specs

## File Requirements

**Resolution:** 72 .dpi

**Format:** .png, .jpg or .gif

**Color:** RGB

- Images under 150KB
- .gif under 1MB