

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:** njmftpt
- **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 Ad 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

