

# BACKSTAGE

## PRINT ADVERTISING SPECS

**TRIM SIZE:** 9×10.75

**LIVE AREA:** 0.25 (1/4") from trim

**BLEED:** Additional 0.25 (1/4") added to all sides (full page only)

All ads must be 300 dpi.

Submission as a PDFx-1a is preferred.

Color format must be CMYK; no spot colors or RGB.

Email all advertising materials to your sales representative.

<b>FULL-PAGE ADS</b>	SPREAD	FULL
Bleed	18.5×11.25 in	9.5×11.25 in
Trim	18×10.75 in	9×10.75 in

**PARTIAL-PAGE ADS** (No bleed or safety needed)

1/2V	1/2 H	1/4 SQ
4×10.375 in	8.5×5 in	4×5 in



## DIGITAL AD SPECS

**ROS (desktop):**

- Submit all three banners: one 970×90, one 300×250, and one 300×600

**Email (desktop/mobile):**

- Submit two banner units: one 550×90 and one 550×250

Email all advertising materials to your sales representative.

PLACEMENT	PLATFORM	SIZE (PX)	SIZE (KB)	FILE TYPE
<b>ROS Desktop</b>				
Leaderboard	Desktop	970×90	100KB	GIF/JPG/PNG
Medium rectangle	Desktop	300×250	100KB	GIF/JPG/PNG
Half-page ad	Desktop	300×600	100KB	GIF/JPG/PNG

**Daily Email Newsletters**

Email leaderboard	Desktop/mobile	550×90	100KB	GIF/JPG/PNG
Email rectangle	Desktop/mobile	550×250	100KB	GIF/JPG/PNG

**Video Pre-Roll/Mid-Roll**

:15 or :30 Desktop/mobile Video length :15-:30 max,  
MP4 file or VAST tag

