

the NEWS

PRINT AD SPECS		
Tabloid Page	Bleed	11.125" x 15"
	Live Area	10.125" x 14"
	Trim	10.875" x 14.75"
Tabloid Spread	Bleed	22" x 15"
Junior Page	Bleed	8.75" x 11"
	Live Area	8.125" x 10"
	Trim	8.375" x 10.75"
2/3 Page	Vertical	4" x 13.5"
	Square	6" x 8"
1/2 Page	Vertical	4" x 10"
	Horizontal	8.125" x 5"
1/3 Page	Vertical	4" x 7.5"
	Square	6" x 5"
1/4 Page	Vertical	1.875" x 5"
	Horizontal	4" x 5"
1/6 Page	Vertical	1.875" x 5"
	Horizontal	4" x 2.5"
Admart		4" x 4"
Double Admart	Vertical	4" x 8"
	Horizontal	8" x 4"
Cover Strip ad	Horizontal	5" x 2"
Industry Calendar		10.75" x 8" trim
Supplement	Full	8.25" x 11" bleed 8" x 10.75" trim
	1/2 vert	3.375" x 10"
	1/2 horiz	7" x 4.875"
	1/4 square	3.375" x 4.875"
	Gatefold IFC	Front & Back flap each trim to 10.125" x 14.75" and bleed at 10.375" x 15". IFC trims to 10.625" x 14.75" and bleeds at 10.875" x 15"
High Res PDF, TIF, or AI file		
*Please send all ad materials to Lou Ann Morton - MortonL@bnpmedia.com. For files larger than 10MB please upload at our FTP site - http://upload.bnpmedia.com and select "ACHR News" from the publication drop-down menu.		
* For quotes or specs on INSERTS, please contact Mary Wray at wraym@bnpmedia.com.		

DIGITAL EDITION SPONSORSHIP	
Toolbar Logo	100 x 35 pixels
Deployment Email Banner	400 x 100 pixels
Wide Skyscraper	160 x 600 pixels
Full Page Ad	10.875" x 14.75"
*Logo files can be PNG, GIF OR JPG. Banner ad can be GIF or JPG, and should be a maximum of 40 KB. Full page ad should be high-res PDF. Please include the URL(s) the logos/ads should link to.	
eNEWSLETTER AD SPECS	
Leaderboard Ad	728 x 90 pixels
Medium Rectangle	300 x 250 pixels
Rectangle	180 x 150 pixels
Text Ad	60 words
Maximum file size: 40 KB, JPG or GIF files accepted (no Flash animation). Please provide URL to link ad to. For text ads only, include a "headline."	

WEB AD SPECS		
	Desktop/Tablet	Mobile
Leaderboard	728 x 90 pixels	320 x 50 pixels
Medium Rectangle	300 x 250 pixels	300 x 250 pixels
Half/Wide Skyscraper	300/160 x 600 pixels	300 x 250 pixels
Rectangle	180 x 150 pixels	180 x 150 pixels
Mobile Banner	320 x 50 pixels	320 x 50 pixels
Maximum file size: 200 KB, JPG, GIF or 3rd party tags accepted. Please provide URL to link ad to. Multiple ad sizes maybe required for mobile responsive site and Rich Media ads.		

PRODUCTS eBLASTS	
Photo	250x250 pixels - exclusive/200x200 - multi sponsor
Copy	Up to 100 words - please include a headline and provide

VIDEO SPOTLIGHT eBLAST	
Resolution	up to 1920 x 1080 pixels
File Size	Under 2GB
Formats	*mp4, mov, flv, mpg, avi

Please include:

- Headline • Company logo
- 50 word description • URL to link logo to

*The video must be submitted as a digital file, no links to YouTube or your website