

# Print Specs

## Material Submission Instructions

Please submit large electronic files via our file sharing service at <https://spaces.hightail.com/uplink/benjaminmedia>



### Full Page

**Inches:** 8 1/4 x 10 3/4\*  
**Decimal:** 8.25 x 10.75\*  
**Millimeter:** 209.55 x 273.05

*\*This includes a 1/8" (.125") bleed on each side.*



### 2/3 Page

**Inches:** 4 1/2 x 9-3/4  
**Decimal:** 4.5 x 9.75  
**Millimeter:** 114.30 x 247.65



### 1/2 Page Vertical

**Inches:** 3 3/8 x 9 3/4  
**Decimal:** 3.375 x 9.75  
**Millimeter:** 85.73 x 247.65



### 1/2 Page Island

**Inches:** 4 1/2 x 7 1/2  
**Decimal:** 4.5 x 7.5  
**Millimeter:** 114.30 x 190.50



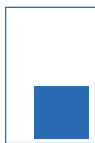
### 1/2 Page Horizontal

**Inches:** 7 x 4 7/8  
**Decimal:** 7 x 4.875  
**Millimeter:** 177.80 x 123.83



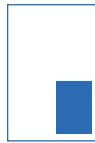
### 1/3 Page Vertical

**Inches:** 2 3/16 x 9 3/4  
**Decimal:** 2.1875 x 9.75  
**Millimeter:** 55.56 x 247.65



### 1/3 Page Square

**Inches:** 4 1/2 x 4 7/8  
**Decimal:** 4.5 x 4.875  
**Millimeter:** 114.30 x 123.83



### 1/4 Page Square

**Inches:** 3 3/8 x 4 7/8  
**Decimal:** 3.375 x 4.875  
**Millimeter:** 85.73 x 123.83



### 1/4 Page Horizontal

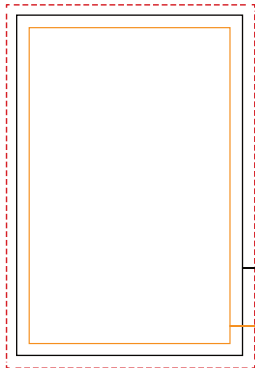
**Inches:** 7 x 2 3/8  
**Decimal:** 7 x 2.375  
**Millimeter:** 177.80 x 60.33



### Business Card

**Millimeter:** 88.9 x 50.8

## Full Page Specs



**Bleed - 1/8" (3.175mm) on each side:** Printing that goes beyond the edge of the sheet and will be trimmed off. It ensures that your ad will seamlessly blend to the edge of the page with no white margin.

**Page Edge (Trim):** 8" X 10 1/2" (203.20 mm x 266.70 mm)

**Safety - 1/4" in from trim\*:** This is the area that is far enough away from the edge of the page that no important logos or text will be cut off during the printing process. You should make sure all important elements in your ad are within this zone.

*\*Allow a safety of 3/8" for borders*

### Advertising Materials

Ads are produced using computer-to-plate technology.

### Digital Files

Accepted File Formats: All files should be PDF or PDF/x1a. Final effective resolution for all images and PDFs should be 300 dpi. Files should meet the size specifications listed. Fonts should be outlined when possible.

Color Space: CMYK, or grayscale; no spot colors, no RGB. Ads not conforming to color specifications will be converted to CMYK. Benjamin Media Inc. is not responsible for color shifts due to conversions from RGB to CMYK. Hard-copy proofs are recommended but not required with all submitted materials. We accept no responsibility for color, content or quality if a color proof is not provided. Benjamin Media Inc. reserves the right to resize, re-crop or otherwise alter ads that are supplied incorrectly.

There is a minimum additional charge for Ad Creation/Modification \$75/hour

### Inserts

Please call for pricing.

### Special Positions

Guaranteed only with a 10% extra charge added to space rate.

### Short Rates

Advertisers will be short-rated if within a 12-month period from the date of the first insertion, they do not use the amount of space that their billing was based.

### Agency Commissions

15% of gross billing is allowed to recognized agencies on space, color, special positions and inserts.

### Non-Payment

In the event of non-payment, publisher reserves the right to hold the advertiser and/or its advertising agency individually and/or jointly liable.

*Disclaimer: Advertisers and ad agencies assume liability for all content (including text, representations and illustrations of advertisements printed) and also assume responsibility for any claims arising therefrom made against the publisher. Publisher reserves the right to reject any advertising that he/she feels is not in keeping with the publication's standards. Publisher cannot guarantee bonus distribution.*

## Advertising

**Kelly VanNatten**

234-380-3030

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**Dan Sisko**

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## Editorial

**Sharon Bueno**

330-315-2196

[sbueno@benjaminmedia.com](mailto:sbueno@benjaminmedia.com)

**Mike Kezdi**

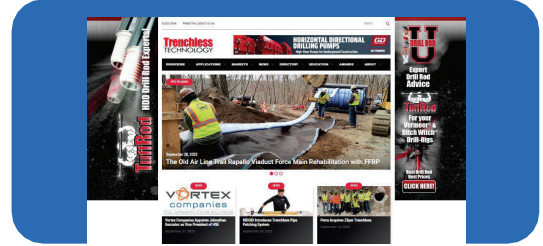
330-752-1916

[mkezdi@benjaminmedia.com](mailto:mkezdi@benjaminmedia.com)

# Digital Specs

## Website Specs

All dimensions shown below are W & H in pixels. Benjamin Media uses Google Ad Manager to serve impressions. Impressions and clicks are tracked when possible. We are unable to track some 3rd party tags. Advertisers using a third-party service are responsible for tracking their own banner ad clicks.



300 x 250, 728 x 90, 300 x 600, 970 x 90

### Static Banners

- Size may not exceed 35k (300 x 600 can be 45k)
- .jpg, .gif and .png files are accepted - 3x max rotation of .gifs (SWF files will not be accepted)
- Google Ad Manager, 3rd party ad servers and javascript files are also accepted
- Publication will not host any images for javascript or 3rd party tags

### Branded Background Skins 1540 x 650

- Please supply left and right side artwork in .jpg format (a 320 x 50 banner is also required so your ad appears on mobile devices)
- Please note, background skins do NOT show on mobile devices.
- DFP and 3rd party tags are not accepted for background skins. Please contact your sales rep for details.
- Please contact your account rep for design template

### Leaderboard Banner 728 x 90

- (a 320 x 50 banner is also required so your ad appears on mobile devices)

### Large Leaderboard Banner 970 x 90

- (a 320 x 50 banner is also required so your ad appears on mobile devices)

### Standard Banner 300 x 250

### Skyscraper Banner 300 x 600

- (a 300 x 250 banner is also required so your ad appears on mobile devices)

### Interstitial Ad 600 x 400 (300x250 for mobile)

- Size may not exceed 90k
- Preferred file types: JPG, PNG or GIF

### Inline Banner 300 x 250

## Weekly eNews Specs:

### Banner Ad Size 600 X 120

- 1200x240 (72 dpi) with max file size of 75k. Ad will display at 600x120. So that the images will look crisp on Retina displays, a 1200x240 ad size is required.
- Acceptable file formats are .jpg and .gif
- Provide URL address for link
- Max looping 3x for .gif files

### Advertorial

- Includes headline and image/logo.
- Logo/image .jpg, 72 dpi, min 400px wide, max 800px wide, landscape format preferred, max file size of 45k.
- Provide URL address for link

## Monthly Sponsored eNews Specs:

- Logo
- 1200x600 Banner ad (ad will render at 600x300)
- Featured Spotlight Content: 1060x440 image + headline, 500 words and URL link

## Digital Edition Specs



### Full Page

8" wide x 10-1/2" high

- Acceptable files include: .pdf and .tif. 300 dpi.

### Spread

16" wide x 10-1/2" high

- Acceptable files include: .pdf and .tif. 300 dpi.

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