

Product Specifications

Maximize your impact when selecting ad sizes. You have to show up to be seen ... and be seen to be remembered.

Email: ads@livmedia.com | Ad Resource Center: livmedia.com/ads

PRINT SIZES



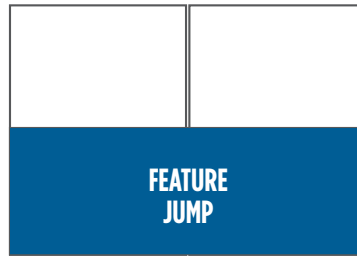
TWO-PAGE SPREAD

Bleed size: 16" w x 11.125" h
Trim: 15.75" w x 10.875" h
Live area: 15.25" w x 10.375" h
Allow .25" for gutter on each side



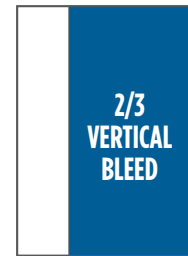
FULL-PAGE BLEED

Bleed size: 8.125" w x 11.125" h
Trim: 7.875" w x 10.875" h
Live area: 7.375" w x 10.375" h



FEATURE JUMP

Bleed size: 16" w x 5.625" h
(left/right side & bottom)
Trim: 15.75" w x 5.5" h
Live area: 15.25" w x 5.25" h
Allow .25" for gutter on each side



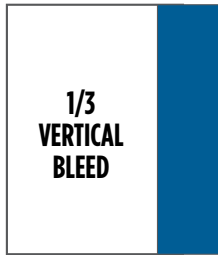
2/3 VERTICAL BLEED

Bleed size: 5.28" w x 11.125" h
Trim: 5.03" w x 10.875" h
Live area: 4.53" w x 10.375" h



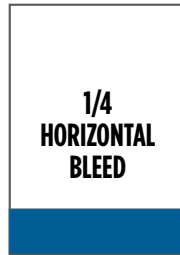
1/2 HORIZONTAL BLEED

Bleed size: 8.125" w x 5.625" h
(left/right side & bottom)
Trim: 7.875" w x 5.5" h
Live area: 7.375" w x 5.25" h



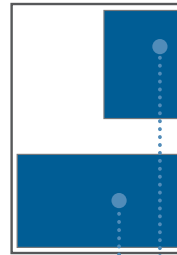
1/3 VERTICAL BLEED

Bleed size: 3.06" w x 11.125" h
Trim: 2.81" w x 10.875" h
Live area: 2.31" w x 10.375" h



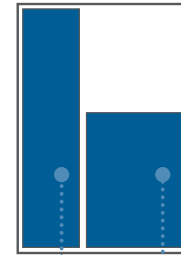
1/4 HORIZONTAL BLEED

Bleed size: 8.125" w x 3.125" h
(left/right side & bottom)
Trim: 7.875" w x 3" h
Live area: 7.375" w x 2.75" h



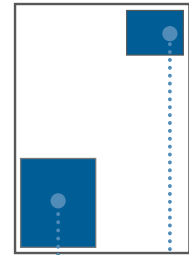
1/2 Horizontal
6.5" w x 4.625" h

1/3 Horizontal
4.125" w x 4.625" h



1/3 Vertical
1.937" w x 9.375" h

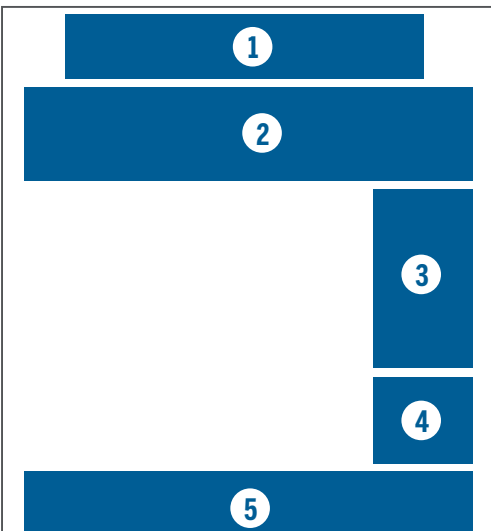
1/2 Vertical
4.125" w x 6.5" h



1/4 Vertical
3.167" w x 4.625" h

1/8 Horizontal
3" w x 2.25" h

ONLINE SIZES



1 Leaderboard
728 pixels wide x 90 pixels high

2 Billboard
Desktop: 970 pixels wide x 250 pixels high
Tablet: 728 pixels wide x 90 pixels high
Mobile: 320 pixels wide x 50 pixels high

3 Half Page
Desktop: 300 pixels wide x 600 pixels high
Tablet: 160 pixels wide x 600 pixels high
Mobile: 300 pixels wide x 250 pixels high

4 Medium Rectangle
300 pixels wide x 250 pixels high

5 Floating Banner
Desktop: 970 pixels wide x 90 pixels high
Tablet: 728 pixels wide x 90 pixels high
Mobile: 320 pixels wide x 50 pixels high

DIGITAL MAGAZINE SPONSORSHIP

Premium Option:

- Billboard
- Floating Banner
- Sponsorship Tag

Standard Option:

- Leaderboard
- Floating Banner
- Sponsorship Tag

Digital Submission Guidelines

VIA FTP: WWW.JNL.COM/FTP

- **Username:** ads; **Password:** client
- Upload files and complete the contact information form. Once files are uploaded, a message indicating a successful transfer will be posted. Detailed FTP instructions are available from your sales rep.

VIA EMAIL: (ADS@LIVMEDIA.COM)

- Include business name, magazine name and ad size in your email message.
- Compress your files into a single compressed, self-extracting file. We can only accept file sizes less than 10 MB.
- Email your files to ads@livmedia.com.

VIA DISK/USB THUMB DRIVE

- We accept Mac-formatted CDs/DVDs. Please email PC-formatted files.
- We hold supplied drives until publication. If you would like your disk returned, submit a self-addressed stamped envelope. Allow 6-8 weeks after publication for a returned disk.

PRODUCT INFORMATION

- A color PDF proof will be sent for approval prior to publication (ads set by the publisher only).
- Basic typesetting and layout included in rate.
- Custom production will be subject to additional charges.
- Please note: The quality of materials is the responsibility of the supplier.

ADS PRODUCED BY LIVABILITY MEDIA

Photo/logo scans, images and artwork must be:

- Scanned/created at 300 dpi or higher to size. (Photos or logos from websites cannot be accepted due to low print quality).
- Set up grayscale or CMYK.
- Saved as TIFF, JPEG, EPS or high-resolution PDF files.

SUPPLIED FILES POLICY

- The publisher is not responsible for enhancing advertisers' digital files or resizing to match the ad space purchased.
- If any additional work is necessary or if files deviate from the size or specifications on this form, the files will be rejected and must be resubmitted. Please proof your ad carefully before submission. Resubmitted files will be subject to a \$50 processing fee.
- Any extra charges incurred by the publisher due to problems with supplied files will be billed to the advertiser with a detailed explanation of the problem.

PROOFING POLICY

- We do not provide a proof for ads we do not produce. It is understood that the files are set up as the advertiser intended and were approved prior to submission to the publisher.
- Please provide a color proof for content reference (SWOP preferred).

PRINT AND ONLINE SUBMITTED ADS

- Print ads submitted as a high-resolution (300 dpi) PDF (PDF/X-1a).
- Online ads submitted in one of the following formats: GIF, Animated GIF, JPEG or Flash. If submitting Flash, also supply a backup GIF for users who do not have the Flash plug-in. Files may not exceed 45 KB. Additionally, the linking URL must be provided.

RICH MEDIA/ANIMATED ONLINE ADS

For more information on how to set up your file log on to <https://www.livmedia.com/html5>

- All ad units must be submitted in HTML 5 or Animated GIF formats. No Flash allowed.
- No larger than 150K
- Max Length: 15 sec
- Max Rotation: 3
- 3rd Party Click Tracking: May include click tracking 1x1 pixel or code embedded in HTML5 script

STATIC ONLINE ADS

- All ad units must be submitted in JPEG or PNG formats.
- No larger than 50K
- 3rd Party Click Tracking: May include click tracking 1x1 pixel

All ads should be high impact with a strong call-to-action. The publisher reserves the right to ask for resubmission if creative does not fit these requirements.

3rd party click trackers/controlling measurements are allowed. Please notify your sales contact if you intend to use a 3rd party click tracker so we can integrate the tracking mechanism and ensure proper delivery of your campaign.