



2018 Digital Advertising Specifications

PUBLISHERSWEEKLY.COM

WEBSITE ADVERTISING SPECIFICATIONS

	Unit Measurement Pixels (W X H)	Maximum Initial Download Fileweight	Recommended Animation Length (Seconds)
LEADERBOARD	728 X 90	100 KB	:15
SKYSCRAPER	160 X 600	100 KB	:15
BOOM BOX	336 X 280	100 KB	:15

- We accept jpg, gif, png, HTML5 and third-party tag files.

	Unit Size Pixels (W X H)	Fileweight	Audio/Video Initiation	Close Box
SLIDER	397x86	60kb	User Initiated mandatory	

- We accept gif or jpeg format and 3rd-party ad tags for all website ads. Gif files can be animated. All ad sizes are a maximum of approximately 100 KB.
- We accept HTML5 ads for www.PublishersWeekly.com.
- A URL is required for each position.

E-NEWSLETTERS

E-NEWSLETTER SPECIFICATIONS

	Unit Measurement Pixels (W X H)	Maximum Initial Download Fileweight	Recommended Animation Length (Seconds)	Loops
LEADERBOARD	728 X 90	100 KB	:15	Unlimited
SKYSCRAPER	160 X 600	100 KB	:15	Unlimited
BOOM BOX	336 X 280	100 KB	:15	Unlimited
BANNER	368 X 60	100 KB	:15	Unlimited
BOOK TRAILER OF THE DAY	645 X 360			

- jpps, gif and png files only
- Lead all animated ads with your most important frame.
- **Book Trailer of the Day**
 - Headline Text: 45 characters max, including spaces and punctuation
 - Body Text: 350 characters max, including spaces and punctuation
 - Your video must be submitted one week prior to the launch day
 - 645 x 360 px YouTube's preview size; we will resize and overlay the play button

E-BLAST

E-BLAST CAMPAIGN SPECIFICATIONS

Acceptable Files	Pixels (W X H)	Maximum File Size	Images
PNG, JPEG OR GIF	600 X 800	5 MB	RGB formatted
HTML	600 X 800	5 MB	*See note below

- Images should be posted on your publicly accessible web server; use absolute code paths to point to them.
- PTO: Contact sales reps for custom-length e-blasts at a premium rate.

*Begin animated gifs with strongest frame.

Note: All e-blast advertisers must provide a subject line along with the email addresses of all test recipients.

Please email subject line and email addresses to:
digitalads@publishersweekly.com or enter into the notes section of the portal.

MOBILE

MOBILE ADVERTISING SPECIFICATIONS

Placement	Unit Measurement Pixels (W X H)	Maximum Initial Load Size	Maximum Animation Length (Seconds)
MOBILE BANNER AD	320 X 50	15 KB	:15
MOBILE BOX AD	300 X 250	30 KB	:15

- **Acceptable Files:** jpg, gif and png
- **Implementation Note and Best Practices:** Ensure images are mobile web optimized; do not use Flash assets; landing pages must be optimized for mobile.

CONTACT: digitalads@PublishersWeekly.com
71 West 23rd Street, Suite 1608, New York, NY 10010-4186
Phone: 212-377-5702 | Fax: 212-377-2733
Attention: PW Web Advertisement Production Dept.

PRODUCTION: Michael Morris, *Publishers Weekly*
mmorris@publishersweekly.com | 212-377-5505

INSTRUCTIONS FOR ELECTRONIC SUBMISSIONS

ADS SHOULD BE UPLOADED TO: <https://ads4pwsendmyad.com>

First-time users must create an account.

- Step 1:** Click "Sign up here to send ads" at top right of page.
- Step 2:** Follow instructions and create user name and password.

UPLOAD INSTRUCTIONS

- Step 1:** Choose the newsletter, e-blast or PublishersWeekly.com for "Media Profile"
- Step 2:** Fill in required fields, choose ad type and click the "+" sign.
- Step 3:** Enter click-through URL and run dates, choose your ad unit and select the file from your hard drive.
- Step 4:** Review and confirm by clicking "Approve Ad." You will receive an e-mail confirmation that your ad has been received and meets our specifications.

***Note:** All e-blast advertisers will be contacted prior to deployment with a test preview for review and approval. **For questions or concerns, contact our production department:**
digitalads@PublishersWeekly.com

2018 Print Specifications

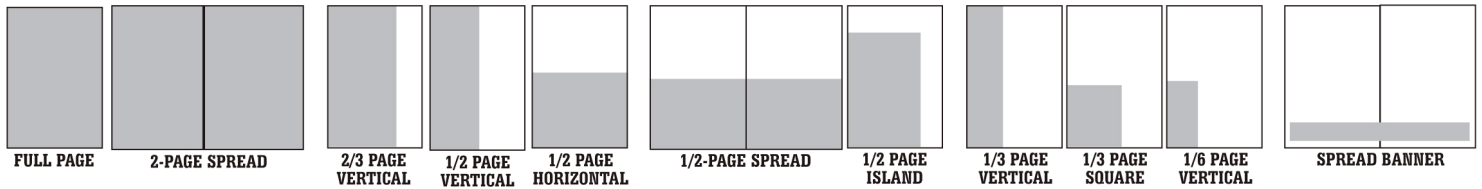
Upload ads at 300 dpi in PDFx1a format to ads4pwsendmyad.com. First-time users must create an account. 4-color and black-and-white creative is supported.

ADVERTISING SPECS			
AD SIZE	TRIM	BLEED	NON-BLEED
FULL PAGE	7 7/8" X 10 1/2"	8 1/8" X 10 3/4"	7" X 9 3/4"
2-PAGE SPREAD	15 3/4" X 10 1/2"	16" X 10 3/4"	15" X 9 3/4"
2/3 PAGE VERTICAL	-	-	4 1/2" X 9 3/4"
1/2 PAGE VERTICAL	3 7/8" X 10 1/2"	4 1/8" X 10 3/4"	3 1/2" X 9 3/4"
1/2 PAGE HORIZONTAL	7 7/8" X 5 3/8"	8 1/8" X 5 5/8"	6 3/4" X 4 3/4"
1/2 PAGE SPREAD	15 3/4" X 5 3/8"	16" X 5 5/8"	15" X 4 3/4"
1/2 PAGE ISLAND	-	-	4 1/2" X 7 1/4"
1/3 PAGE VERTICAL	2 5/8" X 10 1/2"	2 7/8" X 10 3/4"	2 1/8" X 9 3/4"
1/3 PAGE SQUARE	5" X 5 1/8"	5 1/4" X 5 1/2"	4 1/2" X 4 3/4"
1/6 PAGE VERTICAL	-	-	2 1/8" X 4 3/4"
SPREAD BANNER	15 3/4" X 2"	16" X 2 1/2"	15" X 1 5/8"

PLEASE NOTE:

BLEED: Include 1/8" bleed on all sides should creative call for it; offset all printer marks by at least 1/8" from trim.

LIVE AREA: Be sure all important text and information is 1/4" in from trim on all sides (bleed ads only).



COVER SPECIFICATIONS



MAILING LABEL: Leave free from images or text a 4" X 2" area from Trim on the bottom left-hand corner; important information may be covered in this area.

Do not leave these spaces blank, allow your background to flow into these areas without placing any important text or images there. We will place our logo and mailing label in the appropriate position.

PW LOGO: The *Publishers Weekly* logo is placed in the upper left-hand corner and measures 2 5/8" x 2 5/8" from Trim.

4-PAGE COVER

TRIM: 7 7/8" X 10 1/2"

BLEED: 8 1/8" X 10 3/4"

C1: FRONT COVER

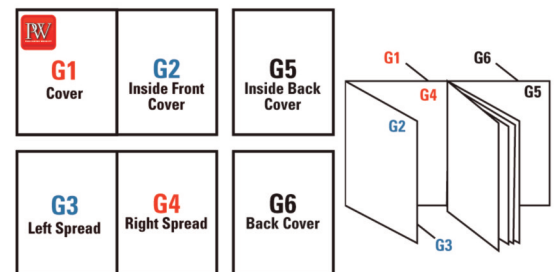
C2: INSIDE FRONT COVER

C3: INSIDE BACK COVER

C4: BACK COVER

6-PAGE GATEFOLD COVER

PAGE	TRIM	BLEED	NON-BLEED
G1 COVER	7 5/8" X 10 1/2"	7 7/8" X 10 3/4"	7" X 9 3/4"
G2 INSIDE FRONT COVER	7 3/8" X 10 1/2"	7 5/8" X 10 3/4"	7" X 9 3/4"
G3 INSIDE LEFT SPREAD	7 3/8" X 10 1/2"	7 5/8" X 10 3/4"	7" X 9 3/4"
G4 INSIDE RIGHT SPREAD	7 5/8" X 10 1/2"	7 7/8" X 10 3/4"	7" X 9 3/4"
G5 INSIDE BACK COVER	7 7/8" X 10 1/2"	8 1/8" X 10 3/4"	7" X 9 3/4"
G6 BACK COVER	7 7/8" X 10 1/2"	8 1/8" X 10 3/4"	7" X 9 3/4"



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