

2019 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 | 200 KB | :15 |
| SKYSCRAPER | 160 X 600 | 200 KB | :15 |
| BOOM BOX | 336 X 280 | 200 KB | :15 |

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

| | Unit Size Pixels (W X H) | Fileweight | Audio/Video Initiation | Close Box |
|--------|--------------------------|------------|--------------------------|-----------|
| SLIDER | 397 X 86 40KB Flash | 120 KB | User Initiated mandatory | |

- We accept gif or jpg (jpeg), or png format, 3rd-party ad tags for all newsletter and website ads. Gif files can be animated. All ad sizes are a maximum of approximately 60 KB. Do not use Flash assets.
- Rich media ads are available at premium rates.
- A URL is required for each position.
- Website Takeover:** Includes all four ad positions

E-BLAST

E-BLAST CAMPAIGN SPECIFICATIONS

| Acceptable Files | Pixels (W X H) | Maximum File Size | Images |
|------------------|----------------|-------------------|------------------|
| PNG, JPEG OR GIF | 600 X 800 | 6 MB | RGB formatted |
| HTML | 600 X 800* | 6 MB | **See note below |

- Lead all animated ads with your most important frame.

*Contact sales reps for custom-height e-blasts at a premium rate.

**Images should be stored on your publicly accessible web server; use absolute code paths to point to them.

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.

INSTRUCTIONS FOR ELECTRONIC SUBMISSIONS

ADS SHOULD BE UPLOADED TO: ads4pw.sendmyad.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

E-NEWSLETTERS

E-NEWSLETTER SPECIFICATIONS

| | Unit Measurement Pixels (W X H) | Maximum Initial Download Fileweight | Recommended Animation Length (Seconds) | Loops |
|-------------------------|---------------------------------|-------------------------------------|--|-----------|
| LEADERBOARD | 728 X 90 | 200 KB | :15 | Unlimited |
| SKYSCRAPER | 160 X 600 | 200 KB | :15 | Unlimited |
| BOOM BOX | 336 X 280 | 200 KB | :15 | Unlimited |
| BOOK TRAILER OF THE DAY | 645 X 360 | | | |

- jpgs, gif and png files only
- Lead all animated ads with your most important frame.
- Sponsored Post** and **Book Trailer of the Day:**
Specs can be found at publishersweekly.com/specs

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 | 30 KB | :15 |
| MOBILE BOX AD | 300 X 250 | 60 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.

GIVEAWAY

GIVEAWAY ADVERTISING SPECIFICATIONS

Please use the link below and complete our Giveaway Form for customized promotions through our website, social media and newsletters: <https://goo.gl/forms/r5oDCXpYXHsM45b12>

2019 Print Specifications

ADVERTISING SPECS

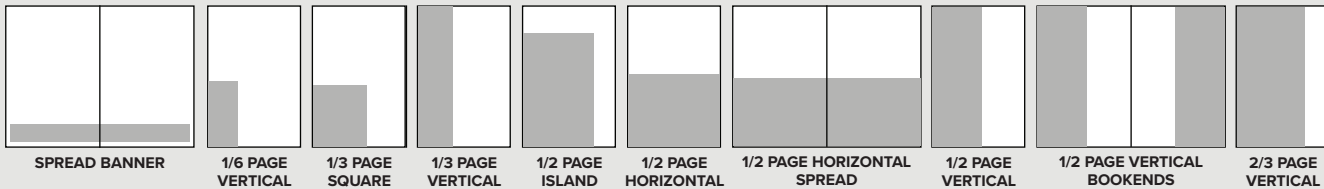
| AD SIZE | TRIM | BLEED | NON-BLEED |
|----------------------------|-------------------|------------------|-----------------|
| SPREAD BANNER | 15 3/4" X 2" | 16" X 2 1/2" | 15" X 1 5/8" |
| 1/6 PAGE VERTICAL | - | - | 2 1/8" X 4 3/4" |
| 1/3 PAGE SQUARE | 5" X 5 1/8" | 5 1/4" X 5 1/2" | 4 1/2" X 4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

Upload ads at 300 dpi in PDFx1a format to ads4pw.sendmyad.com. First-time users must create an account. 4-color and black-and-white creative is supported.

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



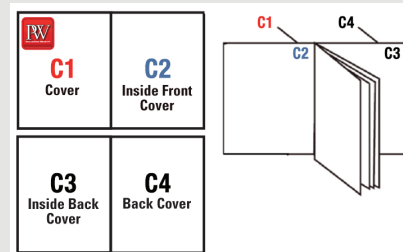
MAILING LABEL: Leave free from images or text a 4" X 2" area from Trim on the bottom left-hand corner; important information may be covered in this area.

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.

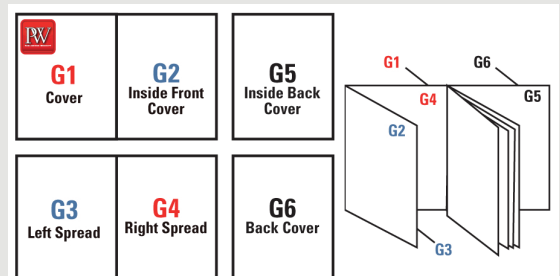
4-PAGE COVER WRAP

| PAGE | TRIM | BLEED |
|-----------------------|------------------|------------------|
| C1 COVER | 7 7/8" X 10 1/2" | 8 1/8" X 10 3/4" |
| C2 INSIDE FRONT COVER | 7 7/8" X 10 1/2" | 8 1/8" X 10 3/4" |
| C3 INSIDE BACK COVER | 7 7/8" X 10 1/2" | 8 1/8" X 10 3/4" |
| C4 BACK COVER | 7 7/8" X 10 1/2" | 8 1/8" X 10 3/4" |



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" |



PRODUCTION: Michele Piscitelli - Michelep@publishingexperts.com, 646-807-4115
Publishing Experts, Inc., 71 West 23rd St. Suite 1600, New York, NY 10010