Print Specifications

Tabloid Spread

Tabloid Page | Junior Page

Junior Spread

1/2 Jr. Island | 1/2 Jr. Horiz. | 1/3 Tab

1/2 Tab | 1/2 Jr. Vert. | 1/4

2/3 Jr. | 1/3 Jr. Vert. | 1/6 | 1/3 Jr. Square

Cover Tip
One & two-sided options available

Cover Tip Front* | Back of Cover Tip

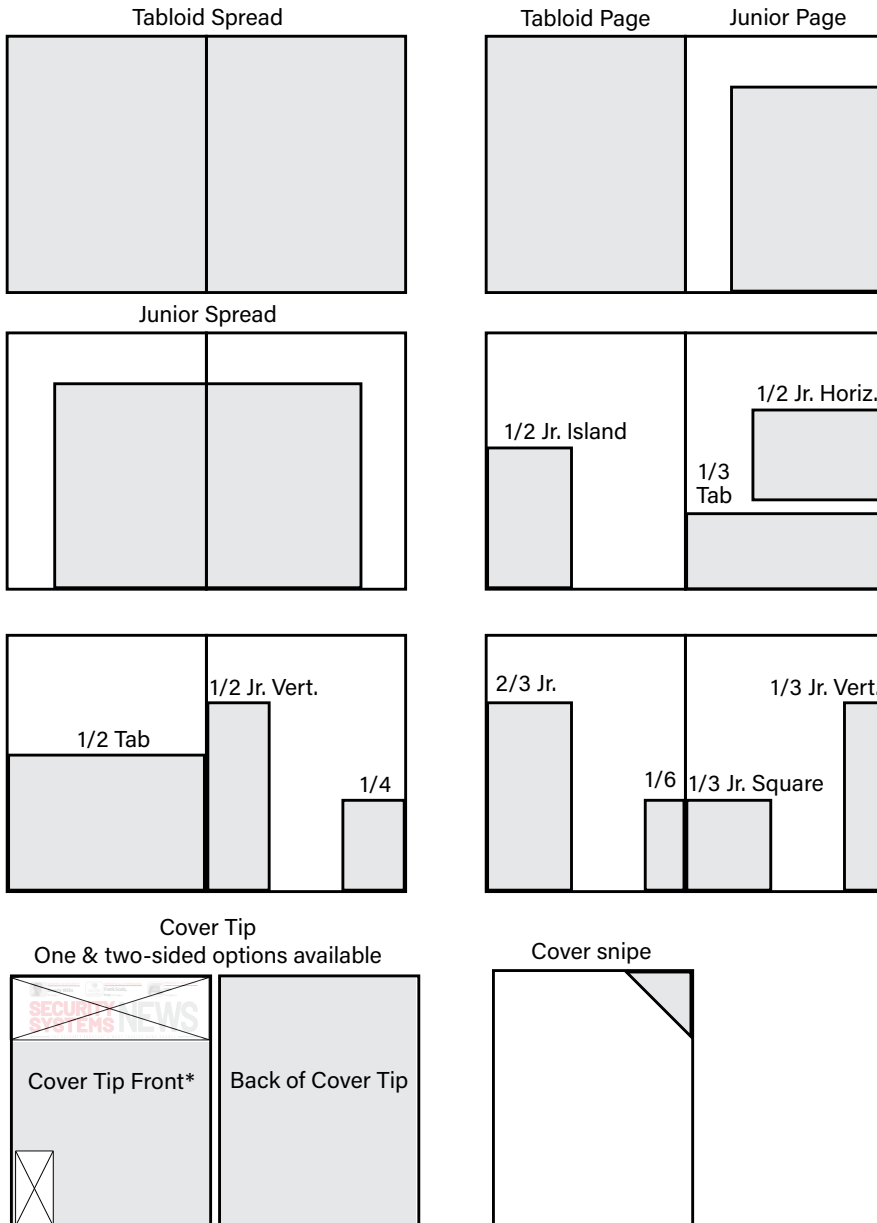Cover snipe

Submission Policies

All files must be submitted "print ready." Keep all live copy at least **1/2 inch away** from trim area. Any file manipulation and/or repair is a billable service. Publisher will not be held responsible for errors when files are not submitted in accordance with our specifications.

Accepted formats are PDF/X-1A, strongly preferred format. Use the Overprint Preview feature in Acrobat to verify your PDF will print properly before sending. Tiff or EPS format Resolution is 300 dpi, CMYK channels only.

If submitting by email, please send advertising materials to:
Lise Dubois, Production Director, *Security Systems News*
ldubois@unitedpublications.com, 207-846-0600 x214

Dimensions Width x Height

TAB PAGE

Bleed	10.875″ x 13.875″
Trim	10.625″ x 13.625″

HALF TAB

Bleed	10.875″ x 7.50″
Trim	10.625″ x7.25″

JUNIOR PAGE

Bleed	8.375″ x 11.125″
Trim	8.125″ x 10.875″

TAB SPREAD

Bleed	21.50″ x 13.875″
Trim	21.25″ x 13.625″

JUNIOR SPREAD

Bleed	16.50″ x 11.125″
Trim	16.25″ x 10.875″

COVER TIP CLICK FOR COVER TIP TEMPLATE

Trim	10.50″ x 13.50″
Bleed	10.75″ x 13.75″

Some areas on cover tip front are restricted, template will be provided.

COVER SNIPE

Bleed size	3.25″ x 3.25″
Trim size	2.75″ x 2.75″

FRACTIONALS

2/3 Jr. Page	4.5625″ x 10″
1/2 Jr. Island	4.5625″ x 7.5″
1/2 Jr. Horiz.	7″ x 4.875″
1/2 Jr. Vert.	3.375″ x 10″
1/3 Tab	9.875″ x 3″
1/3 Jr. Sq.	4.5625″ x 4.875″
1/3 Jr. Vert.	2.1875″ x 10″
1/4 Jr. Page	3.375″ x 4.875″
1/6 Jr. Page	2.1875″ x 4.875″
Marketplace	3″ x 3″

eMedia & eNews Specs

eMedia Specs

Website Ads*

Billboard (1)	970 x 250 pixels (px)
Pop-Up	500 x 500 px

Note: Digital edition pop-up ad dimensions differ from web pop-up.

Sticky Footer	970 x 90 px
Poster	300 x 250 px
Leaderboard	728 x 90 px

Top (poster & leaderboards) follow the same specs as non-top ads.

Video Poster

- 300 x 250 px static image
- >5-minute video
- YouTube URL embed link

Digital Edition (DE) Ads

DE Sponsor

eNews Banner
Displays in eNews release.
- 640 x 90 px JPEG
- URL

Tab Page
Tab-sized ad will display adjacent to digital cover.
- Bleed 10.875" x 13.875"
- Trim 10.625" x 13.625"
- 300 DPI
- URL

DE Pop-Up

Tab-Sized Ad
- Bleed 10.875" x 13.875"
- Trim 10.625" x 13.625"
- 300 DPI
- URL

Note: Web pop-up ad dimensions differ from DE pop-up.

White Paper

- White Paper PDF
- **Promo Details**
  Title, summary with bulleted benefits (up to 3) & CTA (call to action) with URL.
- **Company Assets**
  Name, hi-res logo & URL.
- **Sponsor Contact**
  Including name & email to send lead information.

Podcasts

- **Company Assets**
  Company name, hi-res logo & URL.
- **Sponsor Introduction**
  Up to 70-words to be read at the start of the podcast recording.
- **eNews Ad Banner**
  640 x 90 px with URL
- **Web Poster Ad**
  300 x 250 px with URL

Sponsor Developed Podcast specifics will be addressed by editor following approved proposal for scheduling & content.

eNews Specs

Newswire Banner Ads*

Full-size	640 x 90 px
Half-size	315 x 90 px
Text Ad	50-words of copy & URL

Note: Premier, primary, secondary & tertiary banners are full-size.

Newswire Native & Sponsored Content Ads

- Headline
- Up to 600-word story

Optional
- Byline
- Photo
- Link to resource (i.e., landing page)

Newswire Job Posting

- Job Title
- URL
- Up to 50-word description

Top 5/Most Read/Editor's Picks Ads*

Banner	640 x 90 px

Brand Spotlight

- Subject line
- Company logo
- URL
- 600 px wide GIF or JPEG
- Headline
- Up to 200-words of copy

Webcast

- **Webcast Details**
  Confirmed date & time, title, description with 3 bullets on why to attend.
- **Sponsor Assets**
  Company name, hi-res logo & URL
- **Presenter Info**
  Bio(s), headshot(s), company name, title & email (email for internal use only)
- **Webcast Related Image**
  Note if authorized for print/web promotional use.

Optional
- Up to 3 questions to be added to the registration form.
- Seed questions asked by SSN moderator during live event.
- Handouts (up to 3) & poll questions for live event.

*Indicates required ad specs

- GIF or JPEG; max file size of 50K
- 15-second animation limit, 3 loop max

Send eMaterials to cdaggett@securitysystemsnews.com; pmacijauskas@unitedpublications.com
For other eMedia or eNews questions, contact Peter Macijauskas, eMedia Manager, 207-846-0600 x282
File Manipulation: Any manipulation work that needs to be done to submitted digital files will be billable at $195/hour, with a one-hour minimum charge.

Upon request, ad performance data will be provided, subject to availability. We strongly recommend incorporating campaign URLs to track click-through statistics, as this may not always be available and is not guaranteed. Publisher-supplied ad performance includes relevant pageviews, impressions, and/ or open or delivery status, pending availability.