



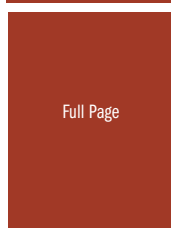
Digital Advertising Specifications



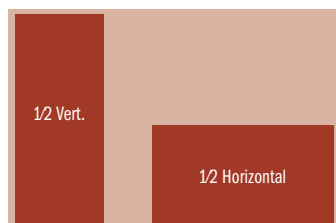
***Please note that all submitted ads must include URL. Additional URLs must include Hyperlink placement instructions.**



Landscape Spread: 16" x 10.75"
(1152 x 774 pixels)



Full Page: 8" x 10.75"
(576 x 774 pixels)



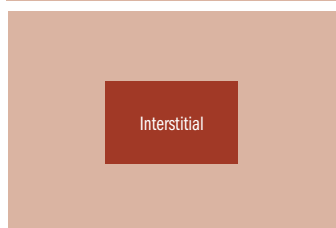
1/2 Vertical: 4" x 9.5"
(288 x 684 pixels)

1/2 Horizontal: 9.5" x 4.75"
(684 x 342 pixels)



1/2 Island: 300 x 600 pixels
(4.167" x 8.333")

1/4 Square:
300 x 250 pixels (4.167" x 3.472") or
336 x 280 pixels (4.667" x 3.889")



Pop-up/Interstitial: 640 x 480 pixels
(8.889" x 6.667")

Production Contact:

THE Journal

Attn: Production Coordinator
9201 Oakdale Avenue, Suite 101
Chatsworth, CA 91311
Phone: 818-814-5285
Fax: 818-734-1528
Email: theadproduction@1105media.com

Media, files and proofs should be securely packed and shipped. Contents of the package should be identified on the outside as to publication date and type of material contained within. Please include the magazine name and issue date on all packages.

PDF & EPS File Format

Preparing Hi Resolution PDFs:

- All images used must be 300 dpi resolution.
- DO NOT use stylized fonts.
- Embed all fonts.
- All elements must be placed at 100% size (or lower).
- Do not nest EPS files in other EPS files.

Preparing an EPS file:

- EPS file formats from (Adobe Illustrator, Adobe Photoshop) must be a high resolution EPS file, layers flattened with fonts converted to outlines or paths.

Multimedia Files

- All Multimedia files should be uploaded with Ads. Provide file names and format of associated multimedia files.
- Audio and Video files should not exceed 20mb in size.
- Adobe Flash Ads should not exceed 5mb in size (1 - 2mb is recommended).
- MP4 is the video format required for iPad and Android apps. However, FLV (Flash files) will still be needed for the PDF and Browser versions.
- MP3 is required for all audio.
- For Flash and pop-up/interstitial ads, include the following:
 - * FLA file
 - * Fonts
 - * SWF file (for Browser version)
 - * Hi-res static file (JPG or PDF - for PDF download)
 - * HTML5 file (for iPad)
- Please note if HTML5 can not be provided, static file will be used for iPad App. Hyperlinks can be included in Ads placed within iPad App.
- * Any audio/video file that appears in the ad
- * Flash file should not exceed 300kb
- Click tags cannot be embedded to Ads as it will interfere with our tracking system, however sourcecodes within the URL are acceptable.
- Please contact your sales representative if you have additional questions.

FTP File and Upload Information

Name your files with the magazine name, issue date and project name. All uploads should be followed by either a confirmation phone call or email message to your Production Coordinator to verify the file has been sent.

It is important that the uploaded file is placed in the designated directory for expedient access.

Host: ftp://ads.1105media.com/

User ID: 1105user

Password: 1105pass

Directory: /1105external/production/THE_Journal

Digital Advertising Resources

1105Media Inc. Media Kits and Ad Specifications

<http://www.1105media.com/adSpecs.html>