

# Engagement Strategies Magazine Integrated Media Specifications

## Print and Electronic Dimensions

### Print

Print Size	Width	Height
Full Page Bleed	8 <sup>5</sup> / <sub>8</sub> "	11 <sup>1</sup> / <sub>8</sub> "
Junior Vertical	4 <sup>6</sup> / <sub>8</sub> "	7 <sup>1</sup> / <sub>4</sub> "
Junior Horizontal	7 <sup>1</sup> / <sub>8</sub> "	4 <sup>3</sup> / <sub>4</sub> "
1/3 Square	4 <sup>5</sup> / <sub>8</sub> "	4 <sup>3</sup> / <sub>4</sub> "
1/4 Horizontal	7 <sup>1</sup> / <sub>8</sub> "	2 <sup>3</sup> / <sub>8</sub> "
Front Cover Strip	8 <sup>5</sup> / <sub>8</sub> "	2 <sup>3</sup> / <sub>8</sub> "
Webinar Sponsorships		

### Print File Format and Ad Layout

**Accepted format:** PDF, QuarkXpress, Adobe Illustrator, Adobe InDesign and Adobe Photoshop.

**Note:** We do not support Illustrator PDFs due to their instability.

**Supporting Images:** TIFF and EPS

**Regardless of the format supplied, all ads must conform to the following:**

- Final full size ads must include <sup>1</sup>/<sub>8</sub>" bleed image on all four sides minimum.
- No content is to be within <sup>1</sup>/<sub>4</sub>" of trim size.

**Trim Size:** 8 <sup>3</sup>/<sub>8</sub>" x 10 <sup>7</sup>/<sub>8</sub>"

**Bleed Size:** 8 <sup>5</sup>/<sub>8</sub>" x 11 <sup>1</sup>/<sub>8</sub>"

**Live Area:** 8 <sup>1</sup>/<sub>8</sub>" x 10 <sup>5</sup>/<sub>8</sub>"

### Internet and E-mail

#### Engagement Strategies:

E-mail Newsletter Display Ad: \$1,250

Special Offer Blast: \$2,100

**Webinars: 8 x per year**

**Web and E-mail Banner ads:** 175pi (W) by 70pi (H)

**Web and E-mail Display ads:** 500pi (W) by 175pi (H)

**E-mail Special offers:** 500pi (W) by 350pi (H)



Please contact our production department at [production@sellingcommunications.com](mailto:production@sellingcommunications.com) with any question regarding mechanical specifications.

#### Ship artwork and material to:

Production Department  
Selling Communications Inc.  
520 White Plains Road, Suite 120  
Tarrytown, New York 10591  
(914) 591-7600, ext. 284  
[production@sellingcommunications.com](mailto:production@sellingcommunications.com)