

# Ad Specifications



## Print Specifications

### Closing dates

Back-to-School (August) 2012 Issue	Ads close	6/8/12
	Materials due	6/15/12
Fall (October) 2012 Issue	Ads close	8/3/12
	Materials due	8/10/12
January 2013 Issue	Ads close	11/2/12
	Materials due	11/9/12
Spring (April) 2013 Issue	Ads close	2/1/13
	Materials due	2/8/13

### Mechanical Requirements

- **Printing:** Web offset. SWOP standards apply.
- **Publication trim size:** 7.875" x 10.75"
- **Binding method:** Saddle stitched
- **Standard ad sizes in inches (width x depth)**

SIZE	NONBLEED	BLEED
Spread	14.75 x 10	16 x 11
Full Page	7 x 10	8.125 x 11
2/3 Page	4.5 x 9.625	
Jr. 1/2 Page	4.5 x 7.375	
1/2 Page Horiz.	6.875 x 4.75	8.125 x 5.5
1/3 Page Square	4.5 x 4.75	
1/3 Page Vertical	2.125 x 9.625	
1/4 Page Square	3.75 x 4.25	(Learning Showcase)
1/8 Page	3 x 2	(Catalog Mart)
1/6 Page	2.125 x 4.75	
1/12 Page	3.313 x 1.375	(Internet Connection)

Keep live matter 3/8" from trim.

- **Format:** Preferred format is a print-quality PDF.
- **Resolution:** 300 ppi
- **Color:** CMYK only

## Online Ad Specifications

**Resolution:** 72 ppi

**Color:** RGB

**Format:** Bitmap or GIF preferred, JPEG accepted

**Animated GIF or JPEG Max Size:** 80K

**Flash Ad Max Size:** 100K (must be Actionscript 2.0 and exported for Flash 7, 8 or 9)

**\*For Flash 7 and below copy this exact code:**

```
on (release) {  
  if (clickTAG.substr(0,5) == "http:") {  
    getURL(clickTAG, "_blank");  
  }  
}
```

**\*For Flash 8 and 9 copy this exact code:**

```
on (release) {  
  if (_root.clickTAG.substr(0,5) == "http:") {  
    getURL(_root.clickTAG, "_blank");  
  }  
}
```

**Animated ads have a maximum of 3 rotations per ad**

**For ads in e-newsletters:**

**Format:** a static GIF or JPEG

**Third-party tracking:** Ads will not be run through Third party software. However, click tracking URLs are acceptable.

**Activities e-newsletter specs:**

75 words of copy, 350 pixel wide image (proportionate height) and link.

**Timely Tips/This Week In Teaching e-newsletter specs:**

35 words of copy, 350 pixel wide image (proportionate height) and link.

**Box ad:** 300 pixels wide x 250 pixels high

**Leaderboard ad:** 728 pixels wide x 90 pixels high

### Important Reminders

CHECK YOUR FILES CAREFULLY BEFORE SUBMISSION!  
Corrections made to digital files in order to meet printing specifications will incur additional charges to the advertiser.

**Send print ad materials to Heather Crews**

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