

REALSCREEN

ADVERTISING SPECS



DIGITAL ADS

Realscreen.com

Realscreen Daily

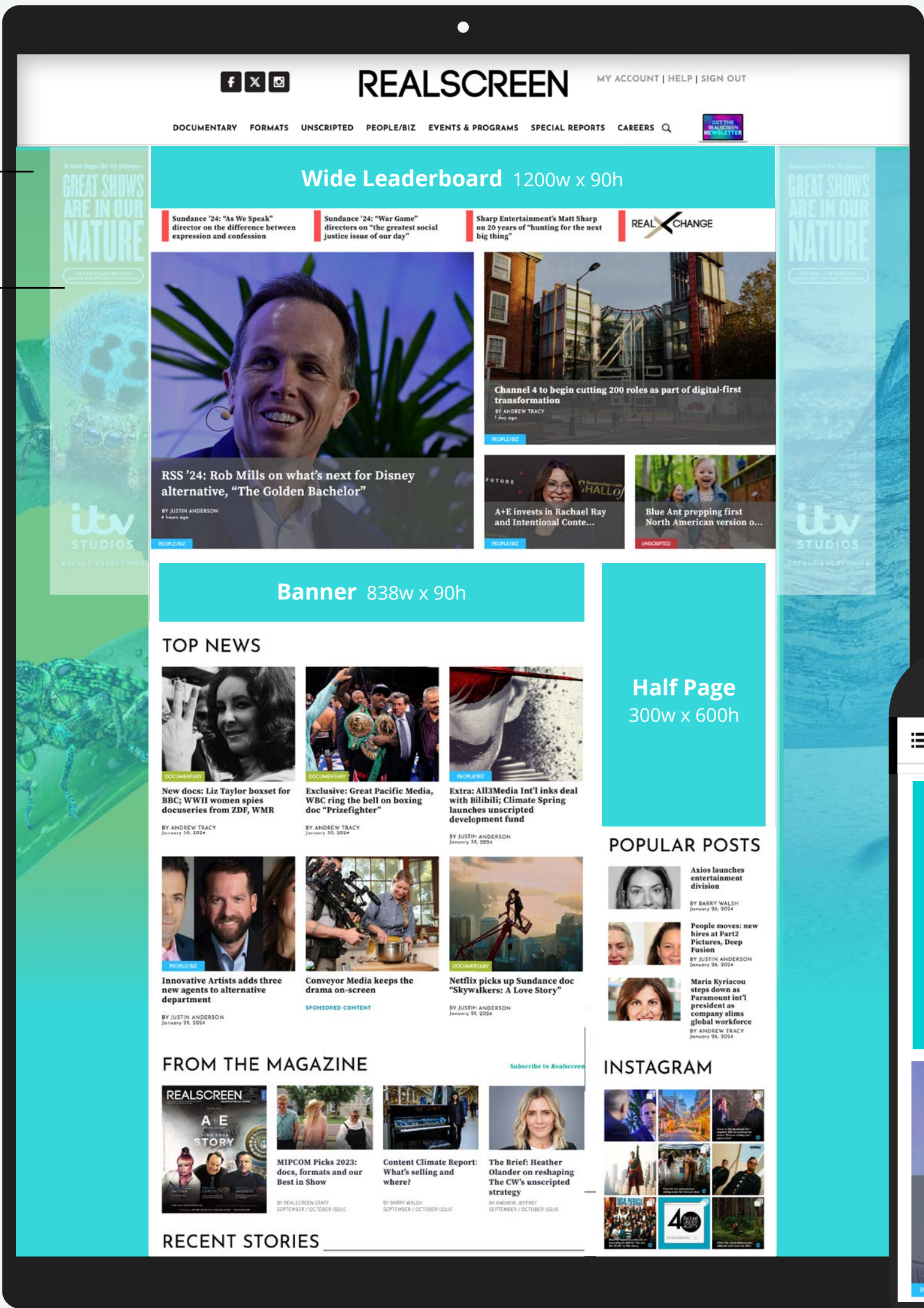
Wallpaper
2000w x 1200h
(Website content 1200w)

Safe visible area
133w x 600h

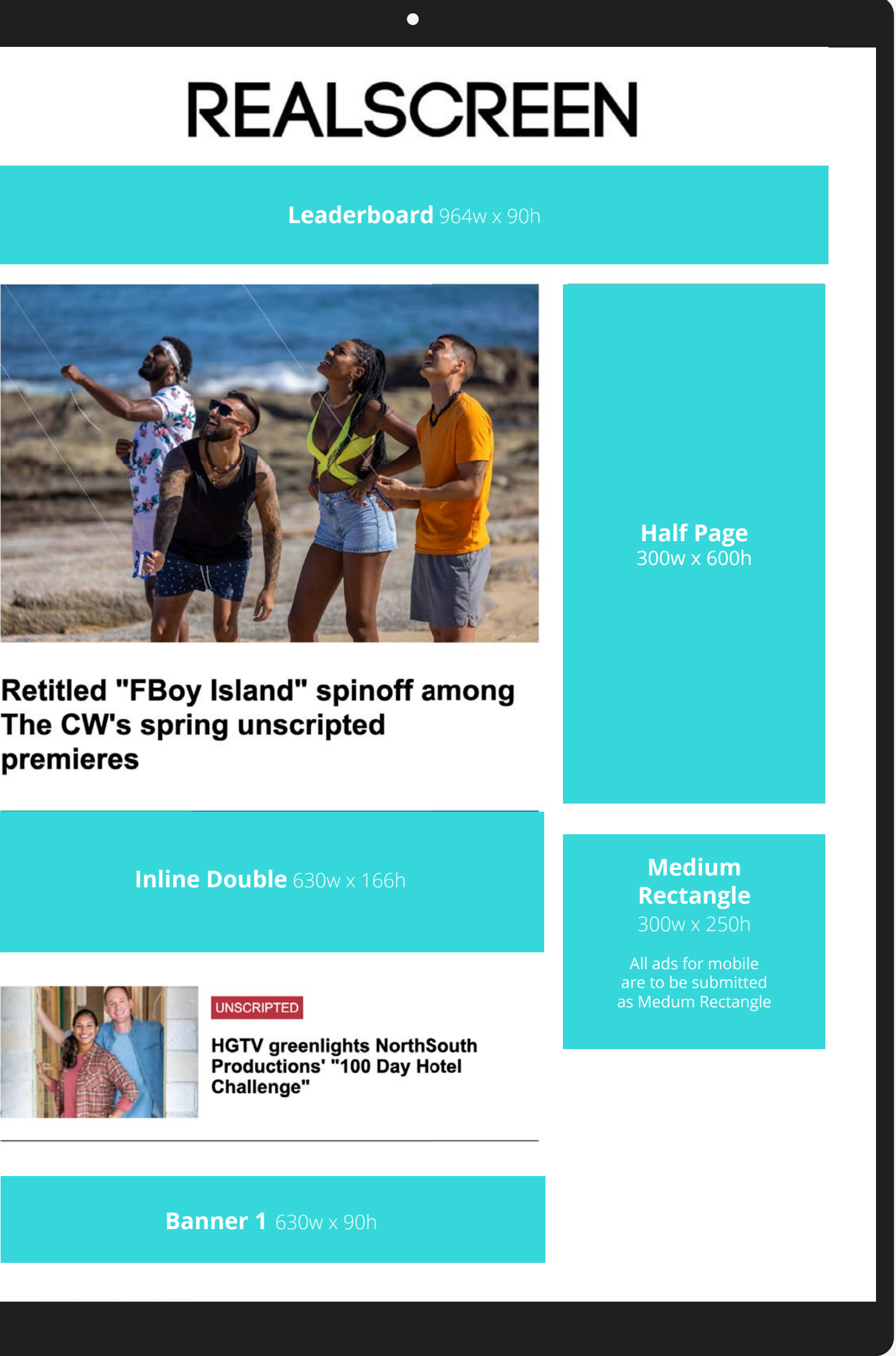
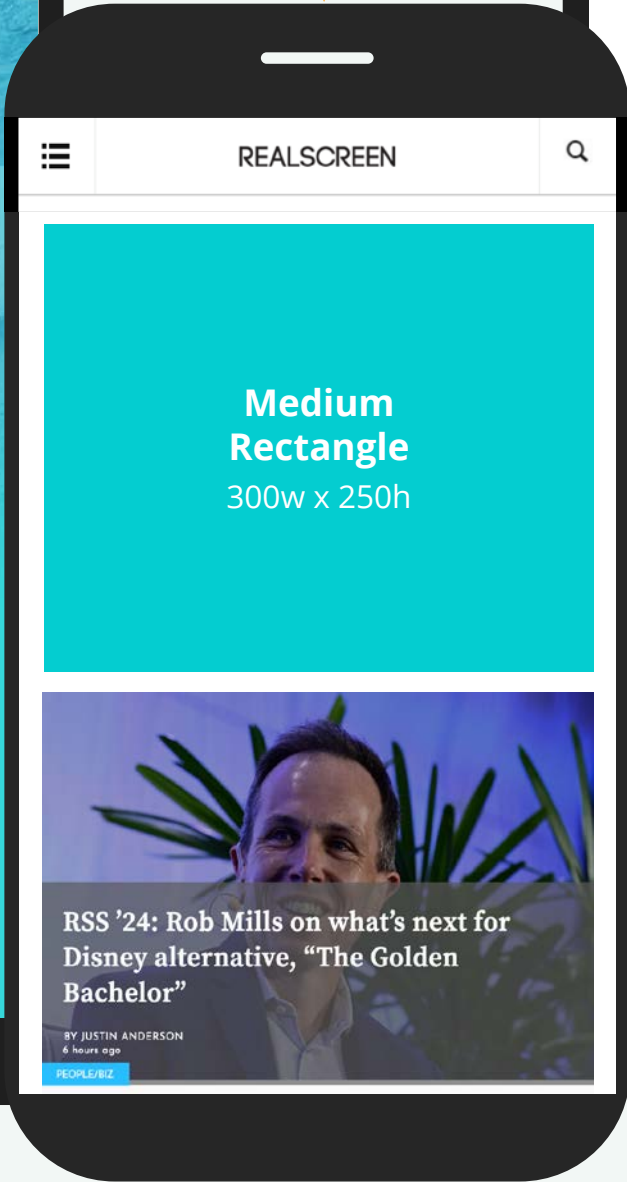
Accepted files

JPEG,GIF, Animated GIF,
maximum size 300K.
Artwork and URL to be
submitted no less than
3 business days prior
to campaign start date.

NOTE: Microsoft
Outlook does not
support animated GIF's.



Mobile
platform
requires
300w x 250h
medium
rectangle



EMAIL BLASTS



HTML and/or images should be provided at least 3 days before the desired deployment date for testing purposes.

Please ensure your designer is aware of and adheres to these specs.

As HTML

- Email subject line
- HTML (responsive HTML) that is approved and fully tested on desktop and mobile
- Max Desktop width: 760px. Mobile 479px
- Editable
- No JavaScript

As a single Image

- Email subject line
- Image in jpeg or png format
- Max Image Width 700px
- Single URL link

PRINT ADS

Ad Sizes (w x h)	Live Area (Non Bleed)	Trim Area	Bleed Area
Outside Front Cover	Available Upon Request		
Double-Page Spread	NOTE Please keep all essential text and logos 0.25" (6mm) away from trim.	16-3/4" x 10-7/8" (425mm x 276mm)	17" x 11-1/8" (432mm x 283mm)
Full Page		8-3/8" x 10-7/8" (213mm x 276mm)	8-5/8" x 11-1/8" (219mm x 283mm)
1/2 Page assuming bottom of page		8-3/8" x 5-3/16" (213mm x 132mm)	8-5/8" x 5-5/16" (219mm x 135mm)
1/4 Page		3-7/8" x 5" (98mm x 127mm)	Not Applicable
1/2 Page Vertical specify left or right		4-1/16" x 10-7/8" (103mm x 276mm)	4-3/16" x 11-1/8" (106mm x 283mm) Top, Bottom & ONE side only
1/3 Page Horizontal assuming bottom of page		8-3/8" x 3-11/16" (213mm x 94mm)	8-5/8" x 3-7/8" (219mm x 98mm) Bottom & sides only
1/3 Page Vertical specify left or right		2-15/16" x 10-7/8" (75mm x 276mm)	3-1/16" x 11-1/8" (78mm x 283mm) Top, Bottom & ONE side only

* There will be production charges for file preparation, pre-flight, trouble shooting and processing of all ad sizes.
\$50 US-CMYK (four color) ads • Additional designer time for any ad size is \$50/hr. Should your preflighting exceed 1 hr you will be advised of additional charges. We reserve the right to refuse any and all ad material that is not delivered to specifications.

File Submission

Please provide a print-optimized PDF (CMYK only, no pantones / 300dpi)
Your sales representative can provide the required InDesign PDF preset upon request.
Submit files to www.realscreen.com/upload
Material to compensate for 20-25% dot gain at mid-tone.

Screen Densities: (240% UCR; 75% GCR) Total percentage of tone values should not exceed 300% for four-color material. Only one solid color should be used in areas comprised of two or more colors. Maximum screened value of any one color should not exceed 80%, unless it becomes the solid color. A black screen of less than 10% may not be visible. For surprinting, use a screen of not more than 45% density for the background where type is surprinted; not less than 45% density where type is reversed. Small letters, serifs and thin lines should be restricted to one ink. Process black areas need only be comprised of 100% black plus 30% cyan.

Trapping: Since our ripping system automatically traps all files please remove all trapping from ad artwork (including support files). If you wish to manually trap your work ensure a minimum 2 point trap and please inform us that you would like us to use your specified trapping. We cannot check detailed trapping in print-quality PDFs.

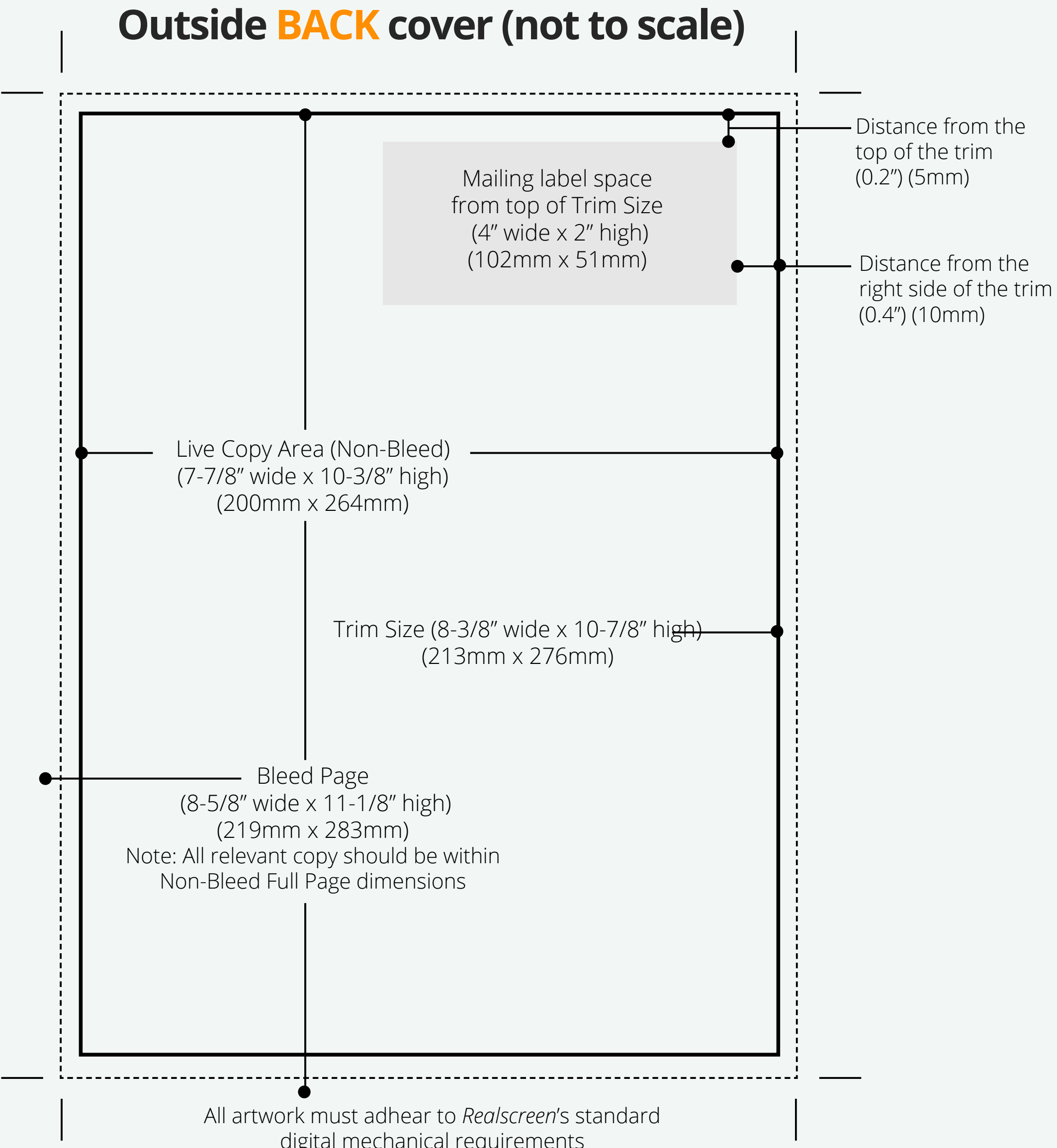
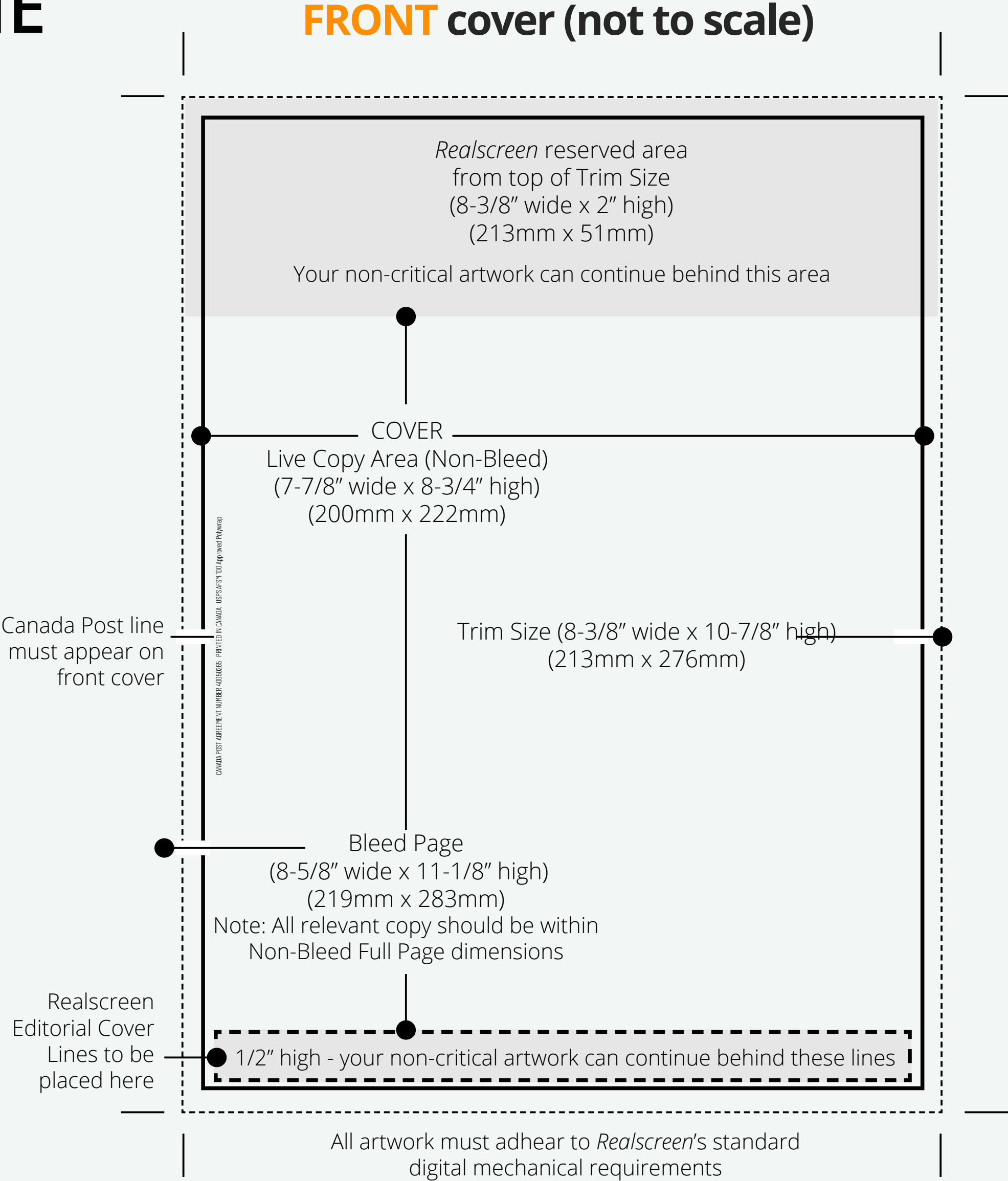
IMPORTANT NOTE REGARDING PROOFS:
We will accept and use clients' own color accurate proofs if required or we will produce a color accurate proof (charged to client) at client's request.

IMPORTANT NOTE REGARDING FONTS
Truetype and Multiple Master (MM) fonts are not supported by PDF. To save trouble try to avoid These types of fonts if at all possible. If a Truetype or MM font is necessary, please convert all text to outlines.

FILE NAMING CONVENTIONS
Certain characters cause problems when transmitting via FTP and when PDF files are ripped. Avoid the following: ! @ # \$ % ^ & * () ? { } [] / \ " ' : ; ~ ` Use only A-Z, a-z and numbers 0-9

Publisher does not accept responsibility for reproduction when materials supplied do not meet the above specifications. Publisher reserves the right to charge back to Advertiser or Agency costs of all work incurred for conversion of material supplied into these specifications.

MAGAZINE COVER



REALSCREEN

JOEL PINTO

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