

## PRINT ADVERTISING SPECIFICATIONS

We are delighted you have decided to place an ad in *Furniture, Lighting & Decor*. Here are some simple instructions to submit your artwork or materials:

### PUBLICATION ADVERTISING

*Furniture, Lighting & Decor* print ads

(WIDTH X HEIGHT)

#### 2-PAGE SPREAD

BLEED SIZE: 20¼" X 12¼"

#### FULL PAGE

BLEED SIZE: 10¼" X 12¼"

NON-BLEED: 9¼" X 11¼"

#### ½ PAGE HORIZONTAL

BLEED SIZE: 10¼" X 6"

NON-BLEED: 9¼" X 5½"

#### ½ PAGE VERTICAL

BLEED SIZE: 5" X 12¼"

NON-BLEED: 4½" X 11¼"

#### ¼ PAGE

4⅝" X 5⅝" NON-BLEED



Live Area: Text, logos, non-bleed elements should be kept at least ¼" from the trim and centerline on a 2-page spread

- Accepted Ad Format: PDF/X/1A
- SWOP specifications apply. SWOP color proof may be supplied.
- Advertising material, SWOP proofs, space contracts, insertion orders, correspondence and copy should be addressed to:  
Scranton Gillette Communications, Attn: Traffic Dept.  
3030 W. Salt Creek Lane, Suite 201, Arlington Heights, IL 60005

**SUBMIT PRINT ARTWORK TO:**  
**[WWW.ADSHUTTLE.COM/SGC](http://WWW.ADSHUTTLE.COM/SGC)**

For Ad Shuttle Help: Call 866-774-5784  
Outside the U.S. call 414-566-6940

### BOUTIQUE AD MATERIALS:

- High resolution product photo (at least 3x5", 300 dpi)
- Product name OR seven-word maximum for title
- 25-word description
- Company name
- Company website / contact info
- Market showrooms

**SUBMIT TO: KAREN TEETER, [KTEETER@SGCMAIL.COM](mailto:KTEETER@SGCMAIL.COM)**

### RESOURCE GUIDE LISTING MATERIALS:

Lighting Resource Guide, Rug Resource Guide & Celebrity Collections Resource Guide

- 50-word description of company
- Product categories
- Headquarters address and phone number
- URL of company website
- Hi-res logo (.EPS preferred)

**SUBMIT TO: KAREN TEETER, [KTEETER@SGCMAIL.COM](mailto:KTEETER@SGCMAIL.COM)**

### NEED HELP DESIGNING YOUR AD?

Contact your Integrated Media Consultant for more information:

**SUSAN A. JONES**  
PUBLISHER  
847.391.1058  
[SJONES@SGCMAIL.COM](mailto:SJONES@SGCMAIL.COM)

**BECKY JACKS**  
INTEGRATED MEDIA CONSULTANT  
214.289.9266  
[BECKYJACKSMEDIA@GMAIL.COM](mailto:BECKYJACKSMEDIA@GMAIL.COM)

## DIGITAL ADVERTISING SPECIFICATIONS

We are delighted you have decided to place digital solutions with *Furniture, Lighting & Decor*. Here are some simple instructions to submit your artwork or materials:

### WEBSITE

www.FurnitureLightingDecor.com

(WIDTH X HEIGHT)

#### LEADERBOARD:

DESKTOP/TABLET: 728 X 90 PIXELS

MOBILE: 300 X 100 PIXELS

#### BOOM BOX:

DESKTOP/TABLET: 300 X 250 PIXELS

MOBILE: 300 X 100 PIXELS

- File formats: GIF, JPG, third party tags, html 5
- Maximum file size: 40 KB
- Supply URL for link

### VIDEO ALERT

eBlast Your Video Message

- URL to video on client's website or YouTube or Video file (see specifications) if hosted on FurnitureLightingDecor.com
- Headline
- 30 words of copy
- Video screen shot: 640 px wide, 72 dpi
- Contact info
- Video Alert subject line
- Brand logo

#### VIDEO SPECIFICATIONS:

- Video length: 30 seconds to 6 minutes
- Preferred video formats: .mp4, .mov, .mpeg
- Max size: 1GB

#### TO UPLOAD YOUR VIDEO:

- Go to [www.dropbox.com](http://www.dropbox.com)
- Log in using: [mpak@sgcmail.com](mailto:mpak@sgcmail.com)
- The password is: [sgcdropbox2015](http://sgcdropbox2015)
- Click on the "upload files" button and upload your video

### eNEWSLETTER'S

The Scoop & #Lookbook bi-weekly eNewsletters

#### MINI-BOOM (WIDTH X HEIGHT)

- 300 X 100 PIXELS
- Maximum File Size: 40KB, 72 dpi, RGB
- Accepted Formats: GIF or JPG
- Advertiser to provide URL

#### #LOOKBOOK SPONSORED CONTENT

- 50 words of copy about the product
- Hi-res photo. JPG or PNG

### MARKETING PARTNER PROMOTION

eBlast Your Message to Our Audience

- Requires either an HTML file with hosted images **OR** supplied copy in document file, JPG format images, logos, links and specified subject line.
- Supply URLs for links.

### SNEAK PEEK eBLASTS

Product preview email transmissions for Dallas, Atlanta, High Point & Las Vegas Market's

- Product name or five-word maximum description for title
- 25-word description
- Company website
- Market showroom and/or contact
- One photo

**SUBMIT ALL DIGITAL MATERIALS TO:**  
**[MICHELLE PAK, MPAK@SGCMAIL.COM](mailto:MPAK@SGCMAIL.COM)**

### NEED HELP DESIGNING YOUR AD?

Contact your Integrated Media Consultant for more information:

**SUSAN A. JONES**  
PUBLISHER  
847.391.1058  
[SJONES@SGCMAIL.COM](mailto:SJONES@SGCMAIL.COM)

**BECKY JACKS**  
INTEGRATED MEDIA CONSULTANT  
214.289.9266  
[BECKYJACKSMEDIA@GMAIL.COM](mailto:BECKYJACKSMEDIA@GMAIL.COM)