

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 (BOUTIQUE AD)

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

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

LIGHTING RESOURCE GUIDE LISTING MATERIALS:

- 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

NEED HELP DESIGNING YOUR AD?

Contact your Integrated Media Consultant for more information:

SUSAN JONES

PUBLISHER
847.391.1058
SJONES@SGCMAIL.COM

BECKY JACKS

INTEGRATED MEDIA CONSULTANT
214.289.9266
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)

SUPER LEADERBOARD:

DESKTOP/TABLET: 970 X 90 PIXELS

MOBILE: 300 X 100 PIXELS

LEADERBOARD:

DESKTOP/TABLET: 728 X 90 PIXELS

MOBILE: 300 X 100 PIXELS

BOOM BOX: 300 X 250 PIXELS

MEGA BOOM: 575 X 400 PIXELS

- File formats: GIF, JPG, third party tags, html 5
- Maximum file size: 100 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
- Log in using: mpak@sgcmail.com
- The password is: sgcdropbox2015
- Click on the "upload files" button and upload your video

eNEWSLETTER'S

The Scoop & The Scoop: Newsfeed eNewsletters

MINI-BOOM (WIDTH X HEIGHT)

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

MARKETING PARTNER PROMOTION

eBlast Your Message to Our Audience

- Requires either an HTML file with or without hosted images **OR** a JPEG/PDF files.
- Supply subject line for deployment
- Supply URLs for links.

SUPPLIED HTML SPECIFICATIONS

- 600-pixel main table width
- Inline-styled (no CSS)
- Special characters coded properly (# \$ ' & * © —)

Contact Michelle Pak for more information and requirements.

SNEAK PEEK eBLASTS

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

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

**SUBMIT ALL DIGITAL MATERIALS TO:
MICHELLE PAK, MPAK@SGCMAIL.COM**

NEED HELP DESIGNING YOUR AD?

Contact your Integrated Media Consultant for more information:

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