

AD SPECIFICATIONS

Please note that Sojourners' advertising team does not offer any design services.

PRINT:

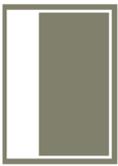
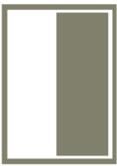
SIZE. The digital file must be 100% of the display ad size
For full-page ads, add .25" bleed to each side of magazine trim size.

FILE TYPE. Required: A TIFF or PDF/X-1A file
We do not accept: film negatives, low-resolution files, Photoshop files, InDesign files, Word documents, or desktop publishing files.

IMAGES & FONTS. Image resolution should be 266 dpi or above
All fonts must be embedded in the PDF file. All ads with a white or light colored background should have a thin, dark-colored border

COLORS. All ads are four-color
All colors must be specified as standard four-color process (CMYK). (Non-CMYK files do not print correctly and will not be accepted.)

2-PAGE SPREAD: 16.375" x 10.875" + .25" on outside for bleeds

Full Page	2/3 Page	1/2 Page	1/3 Page	1/6 Page
8.1875"x 10.875"	4.625"x 9.75"	3.75"x 9.75"	2.3125"x 9.75"	2.3125"x 4.875"
				
				
		7.3125"x 4.875"	4.875"x 4.875"	

+ .25" bleed on outside

DIGITAL:

SIZE. Slot 1 and Random Placement banners are 300x250 pixels
Mobile banners require two sizes, 728x90 pixels and 320x50 pixels
Maximum file size: 100kb

FILE TYPE. Send image as a JPG or GIF file. We accept animated GIF images for the website, but not for email. No audio.

IMAGES & FONTS. Image resolution should be 72 dpi or above
All fonts must be embedded in the file. All ads with a white or light colored background should have a thin, dark-colored border

URL. Always send a specific website URL that your ad will be linked to.
Tracking URLs or tags are optional:

- IAS/DV tags—yes
- OCR/VCE tags—no
- HTML5 creative/tags—3rd party only

SPONSORED EMAILS

These are the materials to send:

1. Subject line of email
2. Body copy content can take two forms:
 - i. You build it: send us a complete HTML file with text and graphics. Note that all graphics must be loaded onto your server and cannot exceed a width of 600 pixels.
 - ii. We build it: send text and one or two larger graphics; maximum width of 600 pixels, no height restriction.
3. Text-only document, used for the plain-text version of the email
4. Email addresses that should receive test messages

SPONSORED CONTENT

These are the materials to send:

1. A fully proofed and edited article, including applicable links and headline.
2. An image that is associated with the article. Our preferred size for the image is 480X320.
3. A logo for the sponsor of the content. This must be a transparent PNG.
4. Information about the author: name, a short bio (maximum of 25 words), and a headshot.

Email all ad materials and any questions about submitting ads to the Advertising Assistant at advertising@sojo.net.