AD SPECIFICATIONS

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

PRINT:

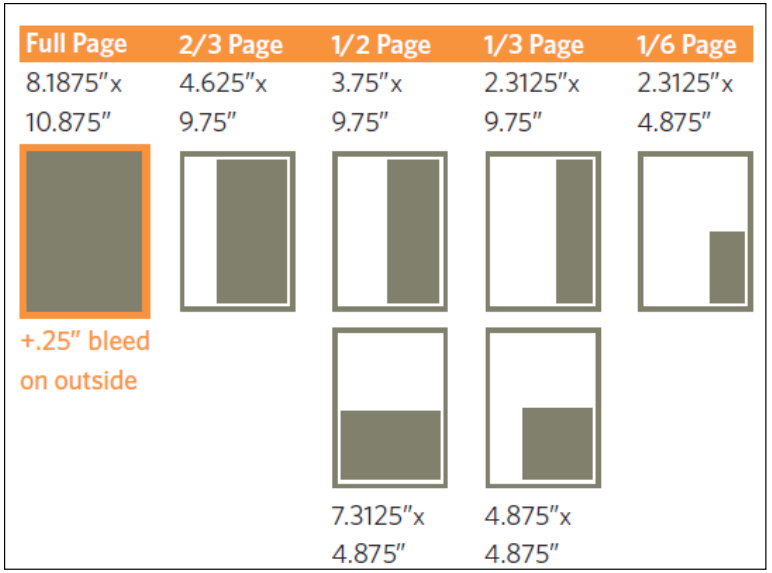
SIZE. The digital file must be 100% of the display ad size
For full-page ads, add .25" bleed to each side of magazine trim size.

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



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 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. Text-only document, used for the plain-text version of the email
3. 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/or one graphic; maximum width of 600 pixels, no height restriction
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, headshot, and a short bio (maximum of 25 words)

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