AD SPECIFICATIONS

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 and 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

Banner Ad Size
Slot 1 and Run of Site banners are 300x250 pixels;
Mobile Adhesion Banners require two sizes, 728x90 pixels and 320x50 pixels,
Leaderboard Banners are 728x90 pixels.

Maximum file size: 100kb

Text Links
These are the materials to send:
1. Headline: 40 characters maximum including spaces
2. Link for Headline (URL)
3. Description: 50 words maximum, no hyperlinks or allcaps

To submit use the webform at sojo.net/textlinks.

File Type
Send image as a JPG or GIF file. We accept animated GIF files for web only. No audio.

Images and 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

Dedicated Email Blast
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.

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