

# 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.

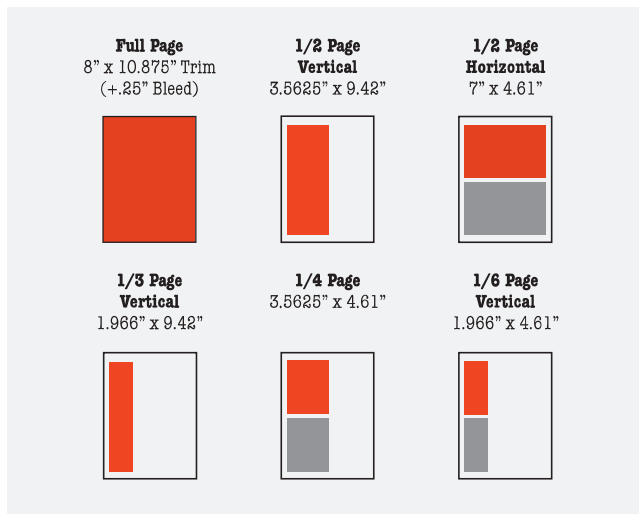
**File Type** Required: A TIFF or PDF/X-1A file.

**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



Email all ad materials and any questions about submitting ads to the advertising assistant at [advertising@sojo.net](mailto:advertising@sojo.net).

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

# 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 all caps

To submit use the webform at [sojo.net/textlinks](http://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 Blasts** 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.