

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.

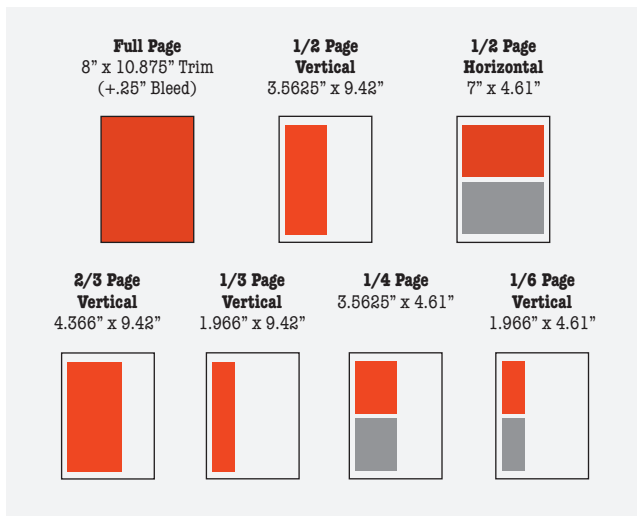
File Type Required: A TIFF or PDF/X-1A file.

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.

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: 150kb

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.

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. 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. One large graphic and one URL to link to it. Maximum width 600 pixels, no height restrictions.
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 600x400.
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.

Sojourners accepts advertising that is: (a) deemed valuable and inoffensive to our readers, (b) not inconsistent with the publications' objectives and editorial convictions, and (c) not incompatible with Sojourners' vision and mission.

GENERAL

1. All ads are subject to review and approval by Sojourners' director of advertising sales, director of advocacy, editorial staff, and/or executive management.
2. Sojourners may accept or reject advertising at its sole discretion at any time with full reimbursement being made and/or request that changes are made to the advertising copy or pictures/illustrations. Furthermore, the publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.
3. Sojourners does not guarantee, warrant, or endorse any product, program, or service advertised, unless otherwise indicated.
4. It is the sole responsibility of the advertiser to comply with all legal requirements relating to the marketing and sale of products or services advertised.
5. The agency and/or advertisers represent that they are authorized to publish the entire contents and subject matter represented in the ad provided.
6. In consideration of Sojourners' acceptance of such advertisements, the agency and/or advertiser will indemnify and hold Sojourners harmless from and against any loss or expense resulting from claims and suits based in the contents or subject matter of such advertisements.

CONTRACTS

1. All cancellations or changes of an ad run date will incur a \$100 fee per ad insertion.
2. Cancellations must be submitted in writing and are not accepted after the materials deadline.
3. Advertising contracts must be fulfilled within one year from the first insertion. Frequency discounts are not retroactive or transferable.
4. If a contracted advertiser does not complete a contracted frequency schedule, insertions that have been published at the contract rate will be recalculated at the frequency rate that has been earned, and the difference will be billed to the advertiser.

PAYMENT

1. Full payment is due within 30 days of a signed contract.
2. In the event of nonpayment, Sojourners reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for payment due to Sojourners.

After signing a contract, Sojourners' advertising representative will send the advertiser an invoice. Invoices may be paid by check or credit card.

If paying by check, it should be made payable to Sojourners and mailed to: SOJOURNERS, ATTN: Advertising Department, P.O. Box 70730, Washington, DC 20024-9997