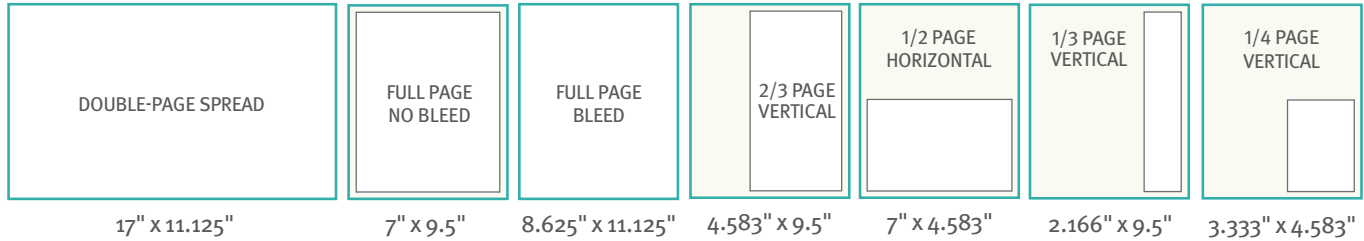


# 2011 Ad Sizes & Specs

## Print Ad Sizes and Depictions

Magazine Trim Size: 8.375" x 10.875"



**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

**DPS Live Area:** 15.417" x 9.5" **Full-Page Live Area:** 7" x 9.5"

### Production Services

Naylor provides professional ad assembly and layout to non-agency clients at no charge.

### Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF, and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com](http://www.naylor.com), and under the Client Support section, click "Ad Upload." Locate your publication code, advertising order number, and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file, and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

### Proofs

Proofs of ads produced by Naylor are available upon request at a charge of \$50.

### Revisions

Revisions are rework for Naylor and are subject to a \$50 surcharge.

### Mail Ad Materials and Insertion Orders to:

**Megan Sapp**  
**Naylor, LLC**  
 5950 SW 1st Place  
 Gainesville, FL 32607  
 Phone: (800) 369-6220, ext.3473  
 Fax: (352) 331-3525

## Online Specifications

For more information, visit <http://www.naylor.com/clientSupport-onlineGuidelines.asp>

### Digital Edition

Font should be sans serif and 18 pt. or larger for maximum readability.

#### eSponsorship

- + 645 x 465 pixels
- + JPG, GIF, Flash/SWF, AVI, MPG, MOV, FLV or Real Player accepted
- + Animation must be no longer than one minute in duration

#### eSkyscraper

- + 228 x 1140 pixels
- + JPG or GIF (no animation)
- + File size must be no greater than 100kb

#### eToolbar

- + 250 x 50 pixels
- + JPG or GIF (no animation)
- + File size must be no greater than 100kb

#### Digital Edition Guidelines

- + Minimum 18pt type (depending on font style) should be used for clarity.

- + Avoid any ActionScript that can affect the NXTbook engine, such as \_parent layer of the animation, \_leveloand \_rootreferences, or global functions like setTimeinterval.
- + **Note: Do not add and web links or URLs**, we will create the links so they can be tracked on our system.
- + Files should be compressed as much as possible.

### Website

#### Leaderboard

- + 728 x 90 pixels
- + JPG, GIF or Flash/SWF accepted
- + File size must be no greater than 100kb
- + Animation must be no longer than 25 seconds (includes multiple loops)

#### Skyscraper

- + 160 x 600 pixels
- + JPG, GIF or Flash/SWF accepted
- + File size must be no greater than 100kb
- + Animation must be no longer than 25 seconds (includes multiple loops)

### Advisor Today eNewsletter

#### Top Leaderboard

- + 468 x 60 pixels
- + JPG, GIF or Flash/SWF accepted
- + File size must be no greater than 100kb

#### Skyscrapers

- + 160 x 600 pixels
- + JPG, GIF or Flash/SWF accepted
- + File size must be no greater than 100kb

#### Middle Leaderboard

- + 468 x 60 pixels
- + JPG, GIF or Flash/SWF accepted
- + File size must be no greater than 100kb

#### Bottom Leaderboard

- + 468 x 60 pixels
- + JPG, GIF or Flash/SWF accepted
- + File size must be no greater than 100kb