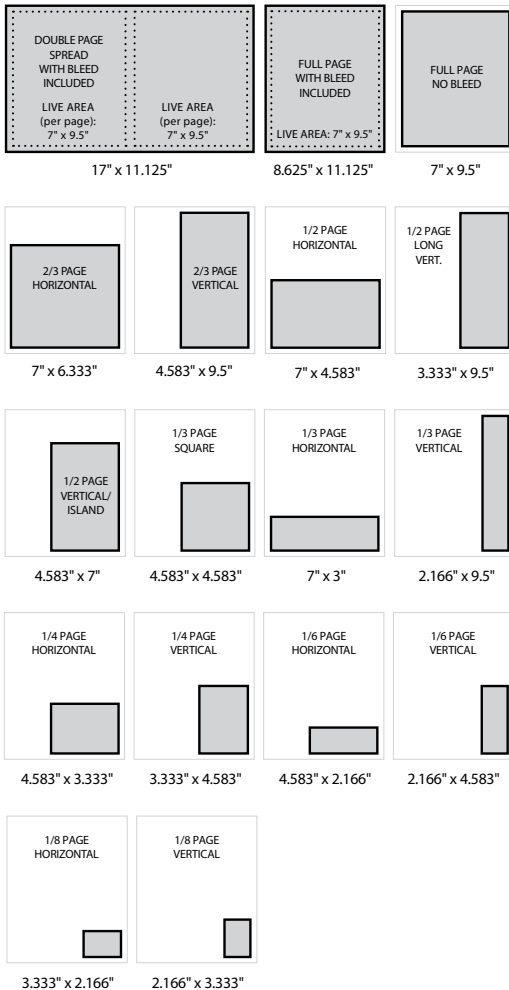


Specs: Print

2017 REQUIREMENTS FOR PRINT ADVERTISING MATERIALS IA MAGAZINE

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.

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

PRODUCTION SERVICES, PROOFS AND REVISIONS

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

SPECS FOR OUTSERT/INSERTS

IA Magazine

1 Page / 2 surface: 8.375" x 10.875"

2 Page / 4 surface: 8.375" x 10.875"

Postcards: 6" x 4.25"

Heavy Card Stock Insert: 8.25" x 10.75"

Postal Flyersheets: 8.5" x 11"



Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

Specs: Digital

WEBSITE

DEADLINES

- **All ad materials and links due** the 15th of the month prior to publication
- **Website live date** is the 1st of the month
- **Ad statistics** on all digital advertising provided on the 10th of the month following publication

REQUIREMENTS

Multiple sizes are required to accommodate our responsively designed website. Sizes must be exact or DoubleClick will not accept the ad.

LEADERBOARD	DEVICE
728x90 pixels	Desktop
468x60 pixels	Tablet
320x50 pixels	Mobile

MEDIUM RECTANGLE	DEVICE
300x250 pixels	Desktop and Tablet (landing page)
468x60 pixels	Tablet (article page)
320x50 pixels	Mobile

WEBSITE FILE SUBMISSION

FILE FORMAT

Submit files that adhere to one of the following formats:

- **STATIC IMAGE:** DoubleClick Tag, GIF, JPG or PNG file
- **ANIMATED/ROTATING:** DoubleClick Tag, Custom HTML or JavaScript
- **FLASH/VIDEO:** SWF file, version 10.1 or lower only. Please also supply a GIF, JPG or PNG file as a fallback image, for site visitors whose systems don't support Flash. IA also accepts video that renders inside a Flash file.

Total file size should not exceed 40k.

E-NEWSLETTER

DEADLINES

- **All ad materials and links due** the 15th of the month prior to publication
- **Ad statistics** on all digital advertising provided on the 10th of the month following publication

REQUIREMENTS

■ **MARKETS PULSE**
SENT EVERY MONDAY

300x250 pixels

■ **NEWS & VIEWS**
SENT EVERY THURSDAY

300x250 pixels

■ **FAST FOCUS**
SENT FIRST FRIDAY OF EVERY MONTH

300x250 pixels

468x60 pixels



*A creative change fee will be applied for multiple campaigns or weekly swaps within the same month.