

apcointl.org

PSC

**PUBLIC SAFETY
COMMUNICATIONS**
THE OFFICIAL MAGAZINE OF APCO INTERNATIONAL

Media Guide

REACH MEMBERS OF THE WORLD'S **OLDEST** AND **LARGEST**
PUBLIC SAFETY COMMUNICATIONS ASSOCIATION!

FOR MORE INFORMATION, CONTACT:

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Leaders in Public Safety Communications®

apcointl.org

The Association of Public-Safety Communications Officials (APCO) International is committed to providing complete public safety communications expertise, professional development, technical assistance, advocacy and outreach to benefit our members and the public.



We are the world's **OLDEST** and **LARGEST** public safety communications association.



More than half of our readers said they are more likely to consider purchasing products and services from **companies that advertise in our media resources.**

Since 1935 we have represented a sector that has grown to involve **MORE THAN 200,000 PROFESSIONALS** in the U.S.



More than 2 in 3 readers took at least one action after viewing an advertisement (contacted the company for more information, referred an ad to someone else in the company, requested more information from an ad, saved an ad for reference).



APCO's over **30,000** membership includes titles such as:

- Supervisors/Managers
- Telecommunicators/Dispatchers
- Directors
- Engineers/Technicians/Information System Personnel
- Coordinators (9-1-1, Training & Education)
- Police Chiefs, Fire Chiefs, Officers, Sheriffs, County/State Officials
- Marketing/Sales, Consultant Services, Product Specialists



More than 1 in 2 readers perceive companies that advertise in *PSC* magazine as **more supportive of their profession** and/or association than those that don't.

More than half of respondents said they pay special attention to *PSC* magazine because it is the official publication of APCO International.



More than 3 out of 5 readers recommend, specify, or approve the purchase of products and services.

About PSC

PUBLIC SAFETY COMMUNICATIONS
THE OFFICIAL MAGAZINE OF APCO INTERNATIONAL



More than 3 out of 5 readers believe *PSC* magazine is the voice of the industry



Nearly 9 of 10 respondents believe *PSC* magazine is trustworthy and relevant to their work



More than 3 in 5 respondents go back and reference articles in *PSC* magazine



More than half of respondents said they pay special attention to *PSC* magazine because it is the official publication of APCO International



PSC magazine is distributed to **30,000+ industry leaders**.



More than half of respondents said they spend at least 20 minutes reading each issue of *PSC* magazine

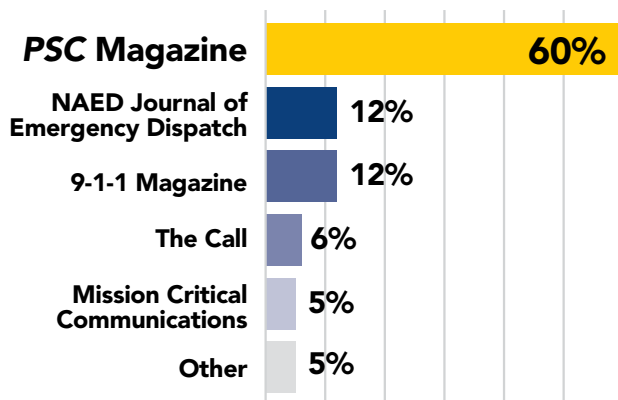


More than 7 in 10 of our members share their copy of *PSC*

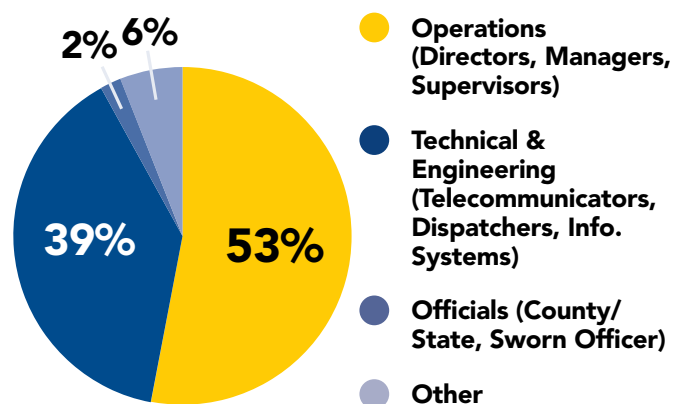


80% would rate the quality of content in *PSC* magazine as high or very high

Which one publication (print or digital) do you find most useful in your work?



PSC magazine readers by positions





Content Calendar

Issue & Theme

Deadlines

JAN/FEB 2019

Technology

Space Reservation:
11/19/2018

Material Due:
11/21/2018

MAR/APR 2019

Telecommunicator

BONUS DISTRIBUTION:

APCO Western Regional | May 5-10 | Scottsdale, AZ

IWCE | March 4-8 | Las Vegas, NV

Space Reservation:
1/4/2019

Material Due:
1/8/2019

MAY/JUN 2019

Policy and Procedure

BONUS DISTRIBUTION:

APCO's NG9-1-1 Event

Space Reservation:
3/1/2019

Material Due:
3/5/2019

JUL/AUG 2019

Conference Issue

BONUS DISTRIBUTION:

APCO 2019 | August 11-14 | Baltimore, MD

Emerging Technology Forum | October 7-8 | Denver, CO

Space Reservation:
4/26/2019

Material Due:
4/30/2019

SEPT/OCT 2019

Safety and Security Including Cybersecurity

Space Reservation:
6/21/2019

Material Due:
6/25/2019

NOV/DEC 2019

High Priority, Low Frequency Events

BONUS DISTRIBUTION:

APCO Canada | November 3-6 | Halifax, Nova Scotia

Space Reservation:
9/4/2019

Material Due:
9/6/2019

**Editorial is subject to change*

Included in every issue!

- President's Message
- Regulatory Updates
- Continuing Dispatch Education (CDE) Articles
- Membership Updates





Net Advertising Rates

Our bi-monthly magazine is the authoritative source of information on public safety communications worldwide, and our content is designed to meet the needs of emergency communications center personnel. Showcase your brand to a print and online distribution of more than 30,000.

Net Advertising Rates*

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color	1-2x	3-4x	5-6x
Double Page Spread	\$5,999.50	\$5,699.50	\$5,399.50
Outside Back Cover	\$4,359.50	\$4,169.50	\$3,979.50
IFC / Opposite IFC / IBC*	\$4,159.50	\$3,969.50	\$3,779.50
Full Page	\$3,759.50	\$3,569.50	\$3,379.50
2/3 Page	\$3,239.50	\$3,079.50	\$2,919.50
1/2 Page Island	\$3,239.50	\$3,079.50	\$2,919.50
1/2 Page	\$2,389.50	\$2,269.50	\$2,149.50
1/3 Page	\$1,789.50	\$1,699.50	\$1,609.50
1/4 Page	\$1,379.50	\$1,309.50	\$1,239.50
1/6 Page	\$1,079.50	\$1,029.50	\$969.50
1/8 Page	\$309.50	\$289.50	\$279.50

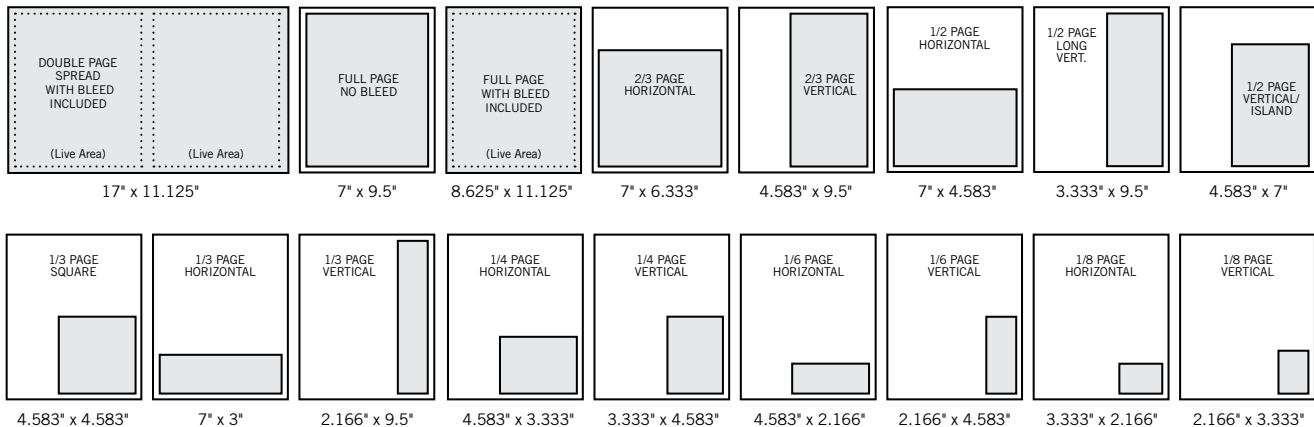
Black-and-White	1-2x	3-4x	5-6x
Double Page Spread	\$5,239.50	\$4,979.50	\$4,719.50
Full Page	\$2,999.50	\$2,849.50	\$2,699.50
2/3 Page	\$2,579.50	\$2,319.50	\$2,789.50
1/2 Page	\$1,899.50	\$1,799.50	\$1,709.50
1/3 Page	\$1,429.50	\$1,359.50	\$1,289.50
1/4 Page	\$1,119.50	\$1,059.50	\$1,009.50
1/6 Page	\$859.50	\$819.50	\$769.50
1/8 Page	\$289.50	\$279.50	\$259.50

*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.



Print Advertising Specifications

Magazine Finished Size: 8.375" x 10.875"



DPS Live Area (per page): 7" x 9.5"

Full-Page Live Area: 7" x 9.5"

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, click on "Client Support." Under Advertisers menu option on the bottom left, click on "Ad Upload". Locate your publication code, advertising order number and advertising code in the box at the top righthand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files and click "Submit."

Production Services, Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

PSC

**PUBLIC SAFETY
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Digital Edition

Extend your print advertising investment with the unique benefits of digital media.

PSC is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar.



**Mobile & Desktop
Responsive HTML
Reading View**



49,300+
Total Article Views



64,100+
minutes, Total
Reading Duration

**Averaged from January 2019 - June 2019*



A Leaderboard (all views)

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

B Rectangle (all views)

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and subsequent banners show every 3 articles.

C Top TOC Mobile Banner D 2nd TOC Mobile Banner

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.

For the latest online specs, please visit www.naylor.com/online-specs

Display Ad Package 1 | \$2,275

Includes Leaderboard and Top TOC Mobile Banner.

Display Ad Package 2 | \$2,000

Includes Rectangle and 2nd TOC Mobile Banner.

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

Adaptive ad (HTML5) | \$3,400

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$1,800

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- Large Insert | \$1,275
- Medium Insert | \$1,150
- Large Outsert | \$850
- Medium Outsert | \$675

Digital Sponsored Content | \$3,075

Become a thought leader. Your sponsored content should be educational in nature and solution-based, geared to solving a common problem or need an industry professional would experience.



PSC eNews

Increase your brand awareness by displaying your company to 26,300+ public safety communications professionals that receive our PSC eNews. Positions allow you to direct them to a website of your choice!

Averages per issue:



25,900+
delivered



4,590+
unique opens

*June 2018 - June 2019

- A Top Leaderboard 728x90 pixels**
 - 12 months | \$10,500 3 months | \$3,180
 - 6 months | \$5,780 1 month | \$1,050
- B Large Rectangles 300x250 pixels**
 - 2 POSITIONS
 - 12 months | \$8,925 3 months | \$2,700
 - 6 months | \$4,910 1 month | \$890
- C Company Spotlight**
 - 2 POSITIONS
 - 12 months | \$7,350 3 months | \$2,210
 - 6 months | \$4,040 1 month | \$740
- D Bottom Leaderboard 728x90 pixels**
 - 12 months | \$6,300 3 months | \$1,890
 - 6 months | \$3,470 1 month | \$630

All rates are net



Source: ¹PSC Audience Study

For the latest online specs, please visit www.naylor.com/onlinespecs

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.



Membership Minute Monthly eNewsletter

Sent to APCO members, this eNewsletter is a cost-effective way to grow your brand each month through advertising. The *Membership Minute* boasts an above-average open rate of over 23%, maximizing your exposure!



Averages per issue:



11,600+
delivered



2,500+
unique opens

*June 2018 - June 2019



A Top Leaderboard 728x90 pixels

12 months | \$4,200

6 months | \$2,350

3 months | \$1,350

B Large Rectangles 300x250 pixels

2 positions

12 months | \$3,150

6 months | \$1,730

3 months | \$950

C Company Spotlight

2 positions

12 months | \$2,630

6 months | \$1,440

3 months | \$790

D Bottom Leaderboard 728x90 pixels

12 months | \$2,100

6 months | \$1,160

3 months | \$630

All rates are net

For the latest online specs, please visit www.naylor.com/onlinespecs

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.



Annual Conference Show Daily eNewsletter



Participating in our *Show Daily* eNewsletter allows you to grow your company in front of **86,000+ public safety professionals** throughout the duration of APCO's Annual Conference & Expo. Distributed straight to the inbox of subscribers and show attendees, this is your chance to keep your company top-of-mind before, during and after APCO 2020!

A Top Leaderboard | \$5,780

EXCLUSIVE! 728x90 pixels

B Large Rectangles | \$5,100

2 POSITIONS, 300x250 pixels

C Company Spotlight | \$2,600

2 POSITIONS, Feature your company's logo and 25 words of text

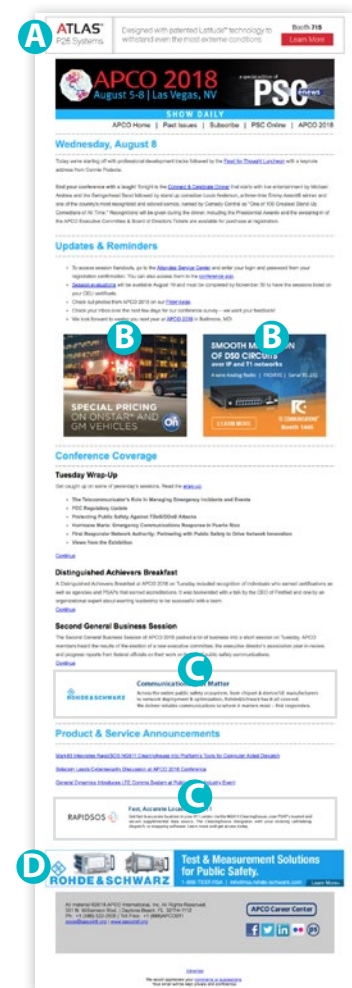
D Bottom Leaderboard | \$2,100

EXCLUSIVE! 728x90 pixels

All rates are net

For the latest online specs, please visit www.naylor.com/onlinespecs

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.





Technical Digest

Our *Technical Digest* is an easy and effective way of getting your message out! This exclusive, limited space, advertorial email opportunity lets you take control of the content and put your company in front of APCO's members. Do you have a new product you want to launch? Is there a service you can provide that you want to let people know about? Participate in the *Technical Digest* today and let recipients know.

The Unique Benefits of the *Technical Digest*:

- Exclusive content means you enjoy maximum visibility
- Deliver your message directly to the inbox of decision-makers and members
- Direct visitors to the landing page of your choice to facilitate the purchasing process.

Technical Digest Rate

\$5,250 per campaign

JPG Ad: Width 610 pixels, max height 1,024 pixels.

HTML Ad: Width 610 pixels, variable height.

All rates are net



28,800+
delivered emails



For the latest online specs, please visit www.naylor.com/online Specs

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.

APCO Website

apcointl.org

Visitors go to apcointl.org to learn more about the association, advocacy, training and certification, standards, spectrum management, membership, events, and the comm center. They discover ways to maximize their membership and to take advantage of training and other programs.

Advantages of advertising:

- Target leaders in the public safety industry
- Position your company in front of APCO members all year long
- Cross-promoted in other APCO publications and communication pieces
- Direct visitors to the landing page of your choice to expedite purchases
- Reinforce brand recognition with year-round visibility

A Leaderboard 728x90 pixels

– RUN OF SITE (4 ROTATIONS)

12 months | \$4,200 6 months | \$2,360 3 months | \$1,290

B Medium Rectangle 300x250 pixels

– RUN OF SITE (4 ROTATIONS)

12 months | \$3,750 6 months | \$2,020 3 months | \$1,120

C Sponsored Content Hosted in psc.apcointl.org

1 month | \$3,500

All rates are net



Website averages per month:



118,800+
page views per month



48,800+
visits per month



2.43
page views viewed per visit



2:17+
minutes spent on site per visit

**January 2019 - June 2019*



For the latest online specs, please visit www.naylor.com/onlinespecs

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.

PSC Online News Site

psc.apcointl.org

Advertising on *PSC Online* is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors get access to industry announcements and articles of interest. Advertising here offers several cost-effective opportunities to position your company as a leader in front of an influential group of public safety officials.

Advantages of advertising:

- Target leaders in the public safety industry
- Position your company in front of APCO members all year long
- Benefit from cross-promotion in other APCO publications and communication pieces
- Direct visitors to the landing page of your choice to expedite purchases
- Reinforce brand recognition with year-round visibility



Website averages per month:



7,200+
page views per month



5,100+
visits per month

*January 2019 - June 2019

A Leaderboard 728x90 pixels

– RUN OF SITE (3 ROTATIONS)

12 months | **\$1,890** 6 months | **\$1,050** 3 months | **\$575**

B Sponsored Content

1 month | **\$3,500**

C Medium Rectangle 300x250 pixels

– RUN OF SITE (3 ROTATIONS)

12 months | **\$1,150** 6 months | **\$625** 3 months | **\$340**

All rates are net

For the latest online specs, please visit www.naylor.com/onlinespecs

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.



PSConnect

psconnect.org

APCO's active online community, *PSConnect*, is a great way to reach members from around the world. Visitors log on to *PSConnect* to share their questions, ideas and resources with their peers.

Advantages of advertising:

- Target leaders in the public safety industry
- Position your company in front of APCO members all year long
- Benefit from cross-promotion in other APCO publications and communication pieces
- Direct visitors to the landing page of your choice to expedite purchases
- Reinforce brand recognition with year-round visibility

Bundle Package (ONLY 3 ROTATIONS)

Rate: \$1,840 for 12 months

Your ad will be displayed in the following positions:

- A Top Leaderboard** 728x90 pixels
- B Custom Rectangle** 300x100 pixels
- C Bottom Leaderboard** 728x90 pixels

All rates are net



Website averages per month:



48,320+
page views per month



14,900+
visits per month

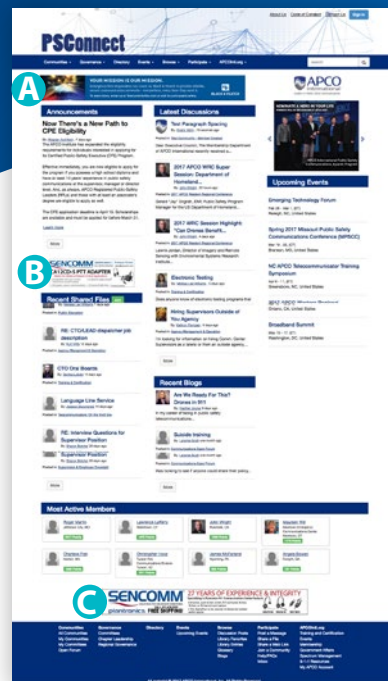


3.24
page views viewed per visit



2:53
minutes spent on site per visit

*January 2019 - June 2019



For the latest online specs, please visit www.naylor.com/onlinespecs

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.

PSC Online Sponsored Content

New Sponsored Content features are now available on APCO's web platforms! You have the unique opportunity to position yourself as a thought leader in our industry by including content under your specific area of expertise.

Sponsored Content will appear on a first-come, first-served basis, and only one company is allowed per category.

Features of APCO Sponsored Content advertising:

- Exclusive premium category placement. (Only one company per category)
 - ◊ Industry
 - ◊ Government
 - ◊ Technology
 - ◊ Operations
 - ◊ Product & Service Announcements
 - ◊ Resources
- Extended company editorial content. Article must focus on category selected and should be 2,000 words or fewer.
- Direct visitors to the landing page of your choice.
- Archived for top searchability.

Article will be accessible through:

1. PSC Online - psc.apointl.org - top banner
2. APCO International website - apointl.org - top banner
3. APCO International website - apointl.org - bottom article
4. PSConnect home page - psconnect.org - top banner

Sponsored Content Rate

\$3,500 *per month*



PSConnect

APCO Open Forum

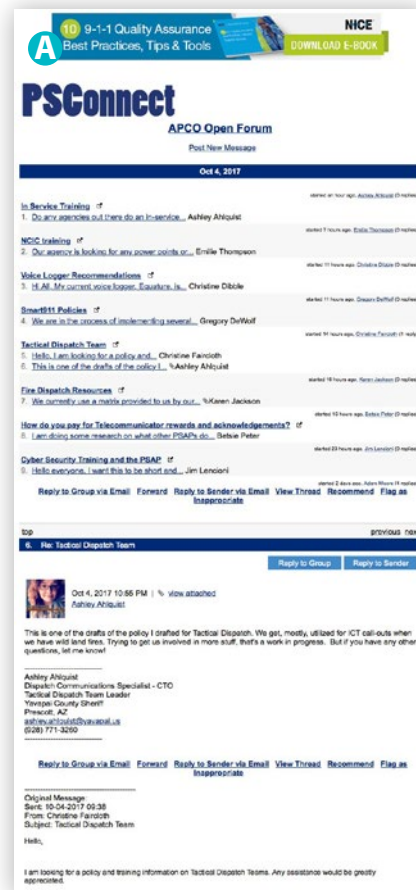
Digest Sponsored eBlast



Exclusive Offer!

- A Custom Leaderboard 650x90 pixels**
- 12 months | \$12,500**
- 6 months | 9,000**
- 3 months | 5,500**

All rates are net



For the latest online specs, please visit www.naylor.com/onlinespecs

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.

APCO Webinars

Partner with APCO's timely, on-point educational webinars. These one-hour webinars provide online learning in a convenient format and will include industry experts covering diverse topics.

Sponsorship Benefits

- Sponsor's name and logo will be hyperlinked to sponsor's website and will appear on the APCO's webinar landing page.
- Sponsor's name and logo will be hyperlinked to sponsor's website and will appear on the APCO's webinar registration page.
- Sponsor's name and logo will appear on the viewing pane of the webinar player during the live event, and will be visible to all webinar attendees for the duration of the broadcast.
- Sponsor's name and logo will be added to the webinar slide deck and sponsor will be acknowledged by APCO or given the opportunity to introduce and thank the speaker at the beginning and end of the webcast.
- Sponsor's name and logo will be hyperlinked to sponsor's website and will appear on APCO's webinar archive page in their learning library as well as on the player screen for the recorded video under this archive.
- Sponsor will receive complimentary registrations for company employees who would like to attend the webinar.
- APCO will send two emails on sponsor's behalf to webinar attendees.

Email specifications are as follows:

- Sponsor will submit entire html to APCO
- No word count limit
- Can include images in the html submitted
 - No attachments
 - Submit "from" email address
 - Submit subject line



Sponsorship Rates

Rates are based on total attendees:

1-500 Registrants | \$4,000

per webinar

501+ Registrants | \$6,000

per webinar

All rates are net

For the latest online specs, please visit www.naylor.com/online-specs

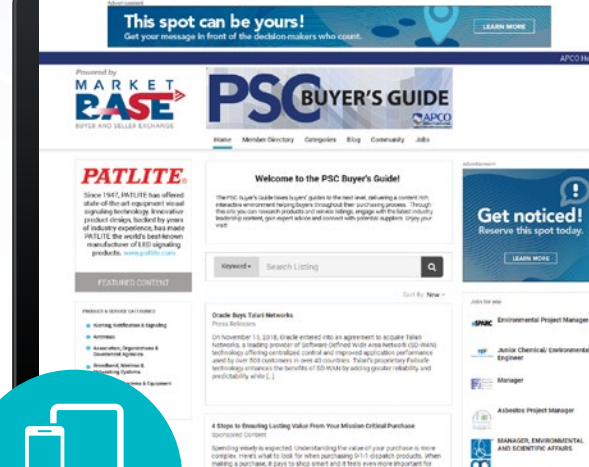
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

buyersguide.apointl.org

The APCO International MarketBASE takes online buyers' guides to the next level, delivering a content rich, interactive site where buyers' can come to research products and services in their industry, and your company can become a thought leader by delivering valuable content to engage with potential customers.

24/7 fully responsive buyers' guide with a number of features:

- Improved search with auto-suggest functionality built in to help deliver quick, relevant results.
- Multiple advertising options including enhanced listings with added features, run of site display advertising, and sponsored content marketing opportunities.
- The ability to log-in and purchase or update your own listing information.
- Cross promotion in other APCO International communication pieces.
- Advertising opportunities leading visitors to a landing page of your choice to learn more about your business offerings.
- Google™ integration allowing for extensive search engine optimization.



Mobile & Desktop Responsive

The purchase of any display ad comes with a **COMPLIMENTARY** Premier Listing – a \$495 value!



1 Super Leaderboard – EXCLUSIVE | \$2,000

12 months, 970x90 pixels*. Display your business uniquely and exclusively! Showcase your company at the top of every page with a call to action.

2 Skyscraper | \$1,450

12 months, 3 rotations, 160x600 pixels*. The skyscraper is positioned on the left hand column of every page, ensuring your message is prominently displayed.

3 1st ROS Rectangle | \$1,450

4 2nd ROS Rectangle | \$1,250

12 months, 2 rotations, 300x250 pixels*. The rectangle positions are located on the right hand column of every page, ensuring your message is prominently displayed.

5 3rd Category Rectangle | \$750

12 months, exclusive, 300x250 pixels*. The category rectangle is located on the right hand column as the exclusive ad for a category page of your choice, ensuring your message is displayed in front of a relevant audience.

6 Content Marketing Opportunities Sponsored Content | \$3,000

Establish your company as a thought leader! The sponsored content option allows you to share your article with users for the life of the site, with featured presence for the 1st month. Contact your sales representative for details on additional content creation services.

Native Advertising | \$1,750

Have a product or service that you want to promote? Link your whitepaper, infographic, press release, or other advertorial content directly in the content feed. Hosted for the life of the site.

Naylor charges a fee for artwork creation or revisions on native and responsive ad sizes. This additional fee will appear on your final invoice if artwork submitted is not publish-ready. Please contact your sales representative for fee details.

*Your display ad option may require responsive ad sizes.
For complete specs on all sizes involved, visit www.naylor.com/onlinespecs.



buyersguide.apcointl.org

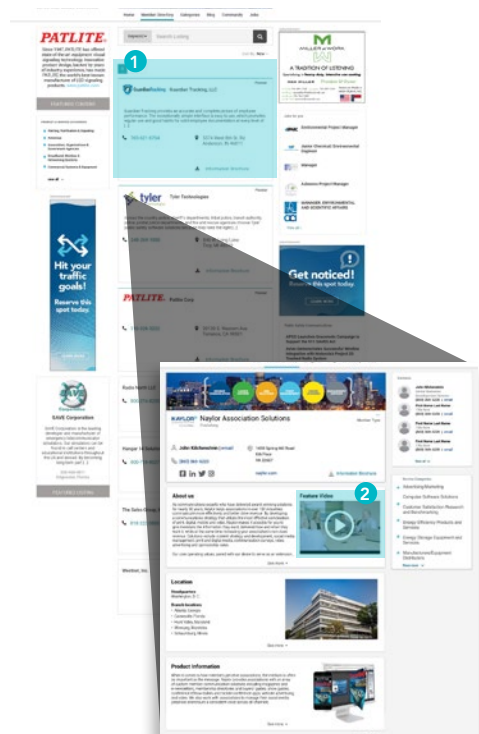
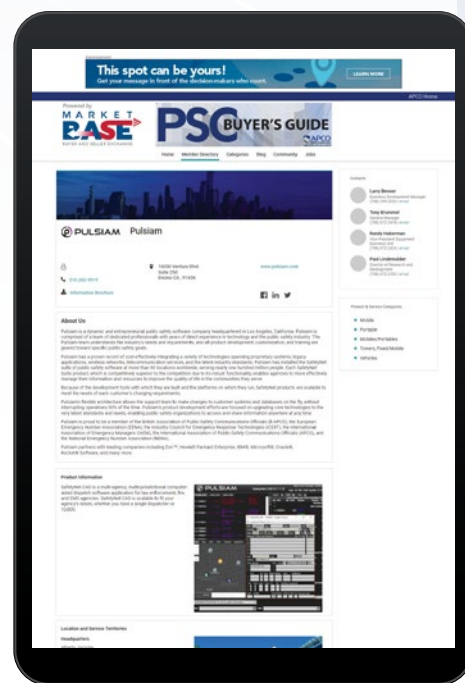
Premier Listing Package | \$495

Premier Listings are designed to offer heightened visibility within APCO International MarketBASE. They contain all basic information.

(5) product/service category listings of your choice. Additional category listings are \$50 each.

Premier Listing additional features:

- Company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Product image and description linked to your website
- Integration with Google features including search indexing and analytic reporting
- Request for information: a contact form to reach a representative from your business



Maximize the impact of your Premier Listing with these upgrades

1 Category Sponsor

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. When visitors click on a product/service category, your company is the first that they see. Includes Video upgrade.

Category Sponsor #1 | \$750

Category Sponsor #2 | \$700

Category Sponsor #3 | \$650

2 Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

Video Upgrade with Premier Listing | \$550

For the latest online specs, please visit www.naylor.com/onlineSpecs

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.



Online Advertising Specifications

General Online Ad Guidelines

- Font size should be a minimum of 10pts for legibility purposes depending on the font family
- Animation must be no longer than 25 seconds (this includes multiple loops). Ad should stop on the last frame OR a stop action will be applied. No continuous loops

eNewsletters

Leaderboard | 728 x 90 pixels

- Advertiser supplies or Naylor create unless otherwise noted below
- Creative accepted: JPG only (no animation)
- Max file size 100KB • RGB • 72 DPI

Large Rectangle | 300 x 250 pixels

- JPG only (no animation)
- Max file size 100KB • RGB • 72 DPI

Company Spotlight | 675 x 100 pixels

- Naylor can create
- Headline: Advertiser supplies 3-5 words (depends on the length of the words)
- Summary Text: Advertiser supplies up to 50 words max (depends on the length of the words)
- Advertiser supplies good quality logo to fit within 110 x 80 pixel image area

Websites

Leaderboard | 728 x 90 pixels

- Creative accepted: JPG / GIF
- Max file size 100KB • RGB • 72 DPI

Large Rectangle | 300 x 250 pixels

- Creative accepted: JPG / GIF
- Max file size 100KB • RGB • 72 DPI

Custom Rectangle | 300 x 100 pixels

- Creative accepted: JPG / GIF
- Max file size 100KB • RGB • 72 DPI

Magazine Digital Edition

For the latest digital edition specs,
please visit www.naylor.com/onlinespecs

Online Buyer's Guide

Featured Companies

- Naylor will create ad, please supply high res company logo in JPG format at 120 x 60 or 120 x 120 pixels.
- Photo images are prohibited
- Summary Content Text: Advertiser supplies 30-40 words description of the company (No formatting)

Curtain Ad

- Two files required, collapsed leaderboard and expanded billboard image
- Leaderboard: 970 x 90 pixels
- Billboard: 970 x 300 pixels
- Right 200px of leaderboard should have a call to action for viewers to click so the ad expands.
- Ad will size down on smaller devices. Ad copy should not have a large amount of text.
- Creative accepted: JPG only (no animation)
- Third Party Tags: Not Accepted. However URL click trackers are acceptable

Category Rectangle | 300 x 250 pixels

- Creative accepted: JPG / GIF
- Max file size 100KB • RGB • 72 DPI
- Animation must be no longer than 25 seconds (this includes multiple loops).
- Animation should stop on the last frame OR a stop action will be applied. No continuous loops

*For the latest online specs and flash guidelines, please visit www.naylor.com/onlinespecs

PSC

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