

PRINT ADVERTISING



	TRIM	NON-BLEED	BLEED
Full Page	8.375" x 10.875"	7.875" x 10.375"	8.625" x 11.125"
1/2 Page Horizontal	8.375" x 4.75"	7.375" x 4.75"	not available
1/2 Page Vertical	4.0" x 10.875"	3.75" x 10.375"	4.25" x 11.125"
2 Page Bottom Spread*	16.75" x 3.875"	16.25" x 3.625"	17.00" x 4.0"
1/3 Page (vertical)	2.75 x 10.875"	2.75" x 10.375"	3.0" x 11.125"
1/8 Page Market ad		3.5" x 2.125"	
1/4 Page Market ad		3.5" x 4.375"	

Ad Submission Guidelines:

Please submit CMYK PDF files. All images must be 260-300 dpi.
Please design all spreads as single page files.
Bottom spread file should be sent as 8.375" x 3.875" + .125" bleed for each page to run across the spread.

Questions About Artwork?

Contact *RetailerNOW* art director, Tim Timmons at 800.422.3778 ext. 303 or via email at ttimmons@MyHFA.org

* For two page spreads, please allow 0.5" clearance on both sides of the gutter (total of 1" in center of ad) to ensure any pertinent content is visible inside of live area.

DIGITAL ADVERTISING

Website Advertising Specs:

Banner ad size: 728px x 90px
Side bar ad size: 336px x 280px

RNOW Eweekly Advertising Specs:

Ad size: 564px x 180px

Digital Ad File Format:

Provide digital ads at 72dpi in one of the following formats: **gif, jpg/jpeg or png.**
NOTE: Animated GIF ads will be charged as a multiple ad placement.

Sponsored Eblasts Recommendations:

Completed HTML must be provided 7 days before mail date or 10 days if only providing content and photos. Please include subject line and email addresses for people within your company who need to see proofs before email deployment.

We will also accept images in the following formats: gif, jpg/jpeg, png.
Email image specs are 72dpi at a max width of 600 pixels.



Advertising Sales

Lynn Orr 800.422.3778 x 112

