

# MOBILE DEV&DESIGN

## OVERVIEW OF DELIVERABLES

### For the PDF magazine ads

**Issue Publication Dates:**

September Issue: Sept 18<sup>th</sup>  
Ad Materials Due: Sept 4th

October Issue: Oct 16<sup>th</sup>  
Ad Materials Due: Oct 9th

November Issue: Nov 13<sup>th</sup>  
Ad Materials Due: Nov. 6th

December Issue: Dec 11<sup>th</sup>  
Ad Materials Due: Dec. 4th

**Ad Specs**

Full Size Ad (For Tier 1 Sponsors) — 4.862" X 7.4102"

Half Horizontal Ad (For Tier 2 Sponsors) — 7.1458" X 4.8194"

**Format should be:**

PDF and PDF/X-1A files should be prepared for press-optimized printing in CMYK with fonts embedded. Please provide linking URLs for your ad and specify what you would like linked (you may have a deep links embedded into a specific picture or into the whole ad itself. 2 links max.)

**Please submit all ads for the PDF magazine to:**

Karen (Katherine) Barker | [katherine.barker@penton.com](mailto:katherine.barker@penton.com) | 913.967.1809

*(Web/news requirements continued on next page)*

## For the Web site and newsletter ads

**Materials due:** *All online materials must be submitted ONE WEEK before the month of sponsorship (i.e. Oct 1 sponsorship, submit all online materials by Sept 24)*

### Online Requirements: For Tier 1 sponsors

Please provide 1x each of the following for the Web site:

Rectangle – 336w x 280h pixels, max file size 35k

Leaderboard – 728w x90h pixels, max file size 35k

Medallion – 125x x 125h pixels, max file size 25k

**Acceptable file types:** JPG, GIF, animated GIF, Flash, and third party tags.  
For all ads, please provide target URL separately.

If sending Flash, the actionscript must be coded exactly as follows:

```
on (release) {  
    getURL(clickTag, "_blank");  
}
```

clickTag variables are case sensitive, so please modify your files to match.  
If you're using CS3/Flash 9, please save down to Flash 8 in order for the file to implement properly with our ad serving system.

If sending Flash, please be sure to provide a back up GIF for visitors who do not have Flash on their browser.

**Related Sponsored Content:** You may provide one related article, white paper, research report, etc *per month*. Provide in PDF format or as a URL link to your site (cannot be in word format). Please include short name/title of the piece + linking URL

#### Newsletter text ad/link:

*Please provide ONE link that will run for the month. Specs are as follows:*

Headline – 50 characters including spaces

Body – 140 characters including spaces.

Text cannot be all caps. Must provide target URL.

### Online Requirements: For Tier 2 sponsors

#### For Sponsored Text Links please submit:

Headline – 80 characters including spaces

Body – 255 characters including spaces.

Text cannot be all caps. Must provide target URL.

### Please send all online materials to:

Terra Maples | Client Services Manager | [terra.maples@penton.com](mailto:terra.maples@penton.com) | 913.967.1805