SMM
SALES & MARKETING MANAGEMENT

2019
Advertising Material & Production Information
• Print   • Web Site   • eNewsletter   • HTMLs

Print: Ad Dimensions: Magazine trim: 8″ × 10.75″   Contact Bethany Lewis, Bethany@salesandmarketing.com • 612.723.1222
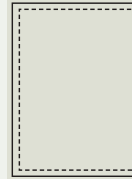

2-Page Spread
Provide 2-page spreads
as single-page files

Magazine
Trim size:
8 x 10.75 inches.

Keep all critical
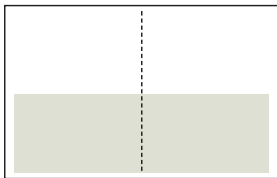text and graphics
0.5 inch from all edges.

Full Page, no bleed
Trim size   8 × 10¾ inches
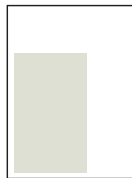Live area   7 × 10 inches

Full Page with bleed
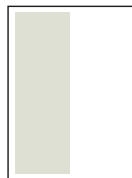Bleed size   8¼ × 11 inches
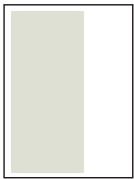Live area   7 × 10 inches

1/2 Horizontal
7 × 4⅞ inches

1/2 Horizontal Spread
15 × 4⅞ inches

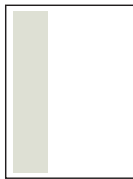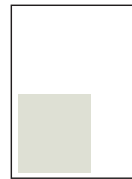1/2 Island
4½ × 7½ inches

1/2 Vertical
3⅜ × 10 inches

2/3 Page
4½ × 10 inches

1/3 Vertical
2⅛ × 10 inches

1/3 Square
4½ × 4⅞ inches

1/4 Square
3⅜ × 4⅞ inches

Material Requirements: SWOP standards apply. Digital Materials only. Preferred file format is PDF (PDF / X-1a or greater) files created for 300 dpi with a total density of 300%. A SWOP proof is recommended for color ads. Files can be submitted via email, or for FTP download, or uploaded to publisher's FTP. Publisher accepts no responsibility for errors resulting from materials submitted that do not meet the above criteria or arrive after the material due date.
For production-related questions, contact Bethany Lewis at: bethany@salesandmarketing.com or **612-723-1222**.

2019 Print Production Key Dates

Issue	Ad Close	Material Due	Mail*
Jan/Feb	**11/26/18**	**12/3/18**	**1/3/19**
March/April	**2/1/19**	**2/7/19**	**3/14/19**
May/June	**4/5/19**	**4/11/19**	**5/16/19**
July/August	**5/31/19**	**6/6/19**	**7/11/19**
Sept/Oct	**7/26/19**	**8/1/19**	**8/29/19**
Nov/Dec	**10/4/19**	**10/10/19**	**11/14/19**

All dates are current as of 7/25/18.
*Mail dates are approximate

Delivery & Contact Information

For FTP instructions, contact Bethany Lewis by phone or email:
bethany@salesandmarketing.com or **612-723-1222**

PDF files under 10MB email to:
bethany@salesandmarketing.com

salesandmarketing.com
(Run-of-site and retargeting banners)

Ad Dimensions

**Run-of-site: 728 × 90 pixels leaderboard
or 300 × 250 pixels premium square**

Retargeting: any standard IAB size

- .GIF, .JPEG, & .SWF (Flash) files only.
- 40K max file size for run-of-site; 150k max file size for retargeting.
- Flash Files: 15 scene, unlimited looping allowed, with 40K initial size and up to 500K in additional files.
- Third-party ad serving allowed.
- File and/or ad tags to be provided 5 business days prior to scheduled start date.
- Activation of Web advertising is reliant on timely submission of acceptable ad files by the advertiser.

SMM Monitor eNewsletter

Ad Dimensions

Leaderboard: 728 × 90 pixels

Premium Square: 300 × 250 pixels

- GIF or JPEG files only.
- No active content allowed (ie: Flash, iFrames, Javascript, forms, etc.)
- 40K maximum file size.
- Third-party ad serving allowed.
- File and/or ad tags to be provided 5 business days prior to scheduled start date.
- eNewsletter advertising is reliant on timely submission of acceptable ad files by the advertiser.

HTML Opportunities

HTMLs are graphic e-mails, co-branded with *Sales & Marketing Management* magazine, and sent to selected demographics from the *Sales & Marketing Management* magazine database.

Materials are due 5 business days prior to transmission date.

Please send all ad files to bethany@salesandmarketing.com