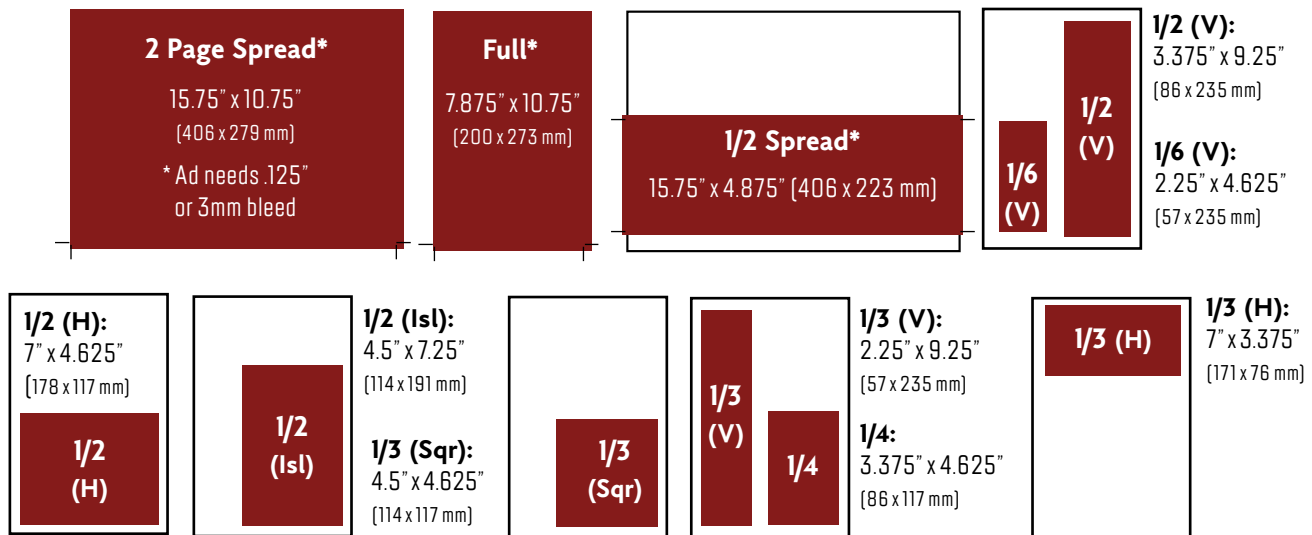


SEMCO PUBLICATION AD SPECIFICATIONS

Magazine Print Ad Specifications

**General Production Guidelines**

All full-sized editorial publications are printed using web offset presses with perfect or saddle stitched binding. Final trim size for all full-sized editorial publications is 7.875" x 10.75" (200x273mm) with three columns per page. Body pages are printed on a 50# grade three text paper. All covers are printed on a 100# grade three cover stock.

All full-sized classified publications are also printed on web offset presses with saddle stitch or perfect binding.

All directories are printed on sheet fed offset or digital presses. The body pages are 80# gloss text and the cover is 100# gloss cover stock.

Live Matter & Border Safety:

Please keep any copy or type at least .25" (6.35mm) away from the trim edge. Any frame or border for a full page ad must be at least .25" (6.35mm) thick from the trim edge.

File Submission

We accept PDF press ready files using PDF/X-1a settings. The PDF should contain the ad material and bleed if needed. Slugs, color bars, ad traffic information should not be submitted on the final press ready PDF file.

All fonts must be embedded into the PDF.

Color space should be CMYK, or greyscale. Do not submit ads with RGB, LAB, or embedded color profiles (such as ICC profiles). Any

file containing PMS colors will be converted to CMYK unless prior notification is given before printing.

Files should be named in the following format: advertiser, publication, month and year. For example: Artes_RockProducts_Sept17.pdf

Pre-Printed Inserts

Inserts that will be bound into a publication should be a full size page with bleed and sent to our publisher untrimmed. Inserts to be glued into a publication cannot exceed 7.5" x 10.5" (190x266mm). A glued insert should be trimmed to final size and sent to our publisher.

Hyperlinks In PDF Ads

Our digital publishing software has the ability to create hyperlinks from text in your ad. The text should NOT be outlined and be in the following format; www.mywebsite.com or email@server.com.

Embedded hyperlinks attached to images within the ad will be processed as well. Please note any PDF created with Photoshop will not work with our program.

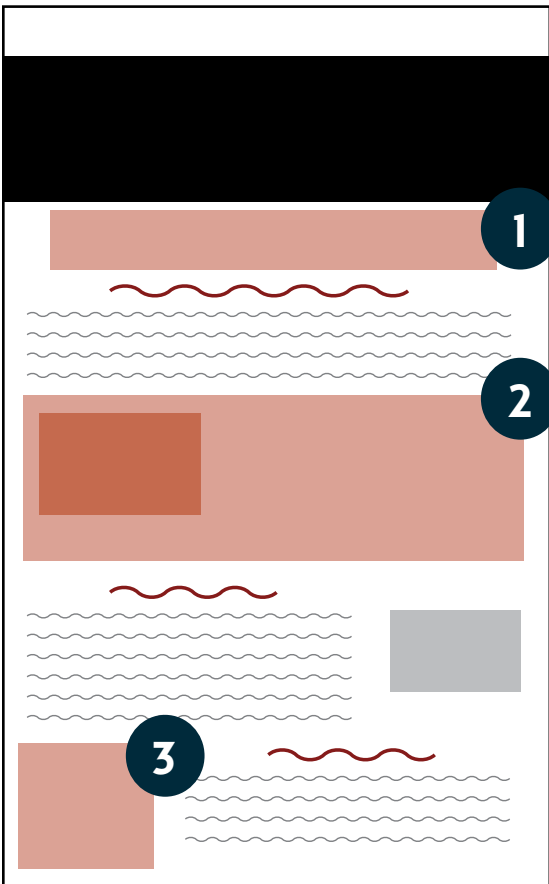
File Storage

A copy of the ad will be kept up to 12 months after publication or web posting.

Who Can I Contact For More Information?

Juanita Walters, +1 303 283 0640 x 2
jwalters@semcopublishing.com

Newsletter Ad Sizes



- 1 Full Banner**
The highest visibility and biggest canvas for your message, the Full Banners are a popular advertising option particularly for branding efforts.
- 2 Sponsored Content**
Your logo or image up to 200 x 200 pixels in size and a short headline, a link to your site and a message limited to 75 words.
- 3 Square Button**
Our least expensive option still offers exceptional visibility and placement in the newsletter.

Weekly News Services - Universal Sizes

Position	Pixel Size (w x h)	File Size Limit	Notes
Leaderboard	728 x 90 IMU	50k	Top Position (One Per Newsletter)
Full Banner	468 x 60 IMU	50k	Center position
Sponsored Content	200 x 200 IMU	50k	Center position
Square Button	125 x 125 IMU	50k	Side position

Banners—All news service banners can be gif or jpg. Animated gifs are not recommended as they do not rotate in most email clients. News service banners do not support third-party tags.

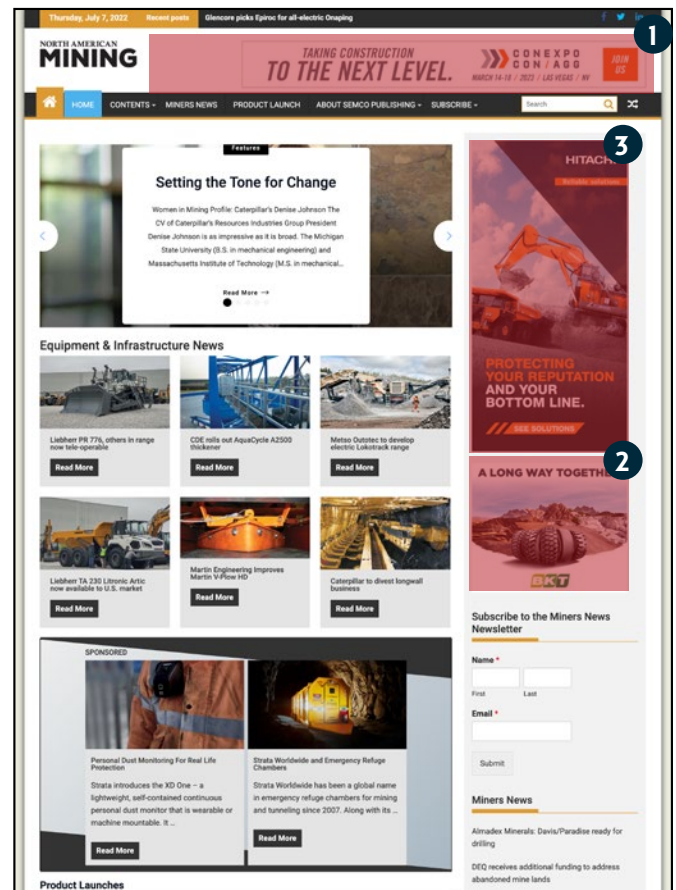
Website Ad Sizes

- 1 Super Leaderboard**
The highest visibility and biggest canvas for your message, the Leaderboard banners are our most popular advertising option.
- 2 Boom Box**
A cost-effective option offering great visibility, the Boom Box boasts some of our highest click-through rates.
- 3 Half Page Unit**
With a larger space than the regular Boom Box, the half page unit (HPU) is positioned at the top right of the page throughout the site.
- 4 Roadblock (Not Pictured)**
Combining a pop-up interstitial ad with the super leaderboard and the half page unit in the top position. Call for details and pricing.

Ad Package Rates and Specifications (Rate Per Website)

Banner Size	Pixel Size (w x h)	File Size Limit
Roadblock	Call for Details	
Super Leaderboard	970 x 90 IMU 320 x 250 (Mobile)	150k / :15
Half Page Unit	300 x 600 IMU	150k / :15
Top Boom Box	300 x 250 IMU	150k / :15
Middle Boom Box	300 x 250 IMU	150k / :15
Bottom Boom Box	300 x 250 IMU	150k / :15

- All banners can be gif (animated), jpg or swf. SEMCO accepts most third-party ad tags, including DART, Acknowledge, 24/7 and L90. Include a fallback image for all swf files.
- We request all third-party tags be accompanied by anti-caching documentation.
- Contact your sales representative for more information.



HTML Email Specifications

Specifications for Email Files

Provide an HTML file and include all images used in the email. CSS should be inline with the HTML; do NOT provide as a separate file.

Files should be provided one business week before the scheduled mailing. Testing and approval are required for all mailings.

Best practices and suggestions:

- Use a single column design, with a call to action above the fold
- Use buttons, not full text links when driving traffic to a landing page
- Don't say "click here" - use language specific to the action (buy this, register now, get the app)
- Design for simplicity. Use grid-based layers and avoid complicated elements that require HTML floats or positioning.
- Assume images will be initially blocked by email clients, or that certain images—background images, for example—will completely fail to load.
- Don't design an email that's essentially one large, sliced-up image. While these kinds of emails look pretty, they perform poorly.
- Use basic, cross-platform fonts such as Arial, Verdana, Georgia, and Times New Roman.
- Don't forget about the mobile experience! Is your email readable at arm's length on a small screen?
- Will the images slow its load time on a mobile device? Are your links easy to press with a thumb?
- Code all structure using the table element. For more complicated layouts, you should nest tables to build complex structures.
- Use element attributes (such as cellpadding, valign, and width) to set table dimensions. This forces a box-model structure.
- Inline all CSS before sending.
- Instead of using cellpadding to create margins, use `<div style="margin:5px">`.
- All the hex numbers for colors must start with #.
- Defined alt attribute in all images.
- Include the most important message at the top of the email.
- Use text instead of graphic for your tagline or important message.
- The email should make sense even without the graphics for those recipients who block images by default.

Useful Links

A Beginner's Guide to Creating and Sending an HTML Email

<https://kinsta.com/blog/html-email/>

Principles of Designing and Building a Custom HTML Email

<https://medium.com/mailworks/principles-of-designing-and-building-a-custom-html-email-a710ccb3acf5>

An Ultimate Guide n Email Template Sizes

<https://selzy.com/en/blog/email-template-size/>

