

FORMULA4MEDIA PRODUCTION SPECIFICATIONS

PRODUCTION SPECS **PRINT**

SPORTS INSIGHT

FOOTWEAR INSIGHT

OUTDOOR INSIGHT

TEAM INSIGHT

TEXTILE INSIGHT

MECHANICAL SPECIFICATIONS Final Trim: 10-1/8" x 13"

AD UNIT	DIMENSION (width x depth)
Full Page (non-bleed)	9" x 12"
Full Page (bleed)	10-1/8" x 13" (add 1/4" for trim: 10-3/8" x 13-1/4")
1/2 Page Horizontal (non-bleed)	9" x 5-7/8"
1/2 Page Horizontal (bleed)	10-1/8" x 6-1/2" (add 1/4" for trim: 10-3/8" x 6-3/4")
1/2 Page Vertical (non-bleed)	4-3/8" x 12"
1/2 Page Vertical (bleed)	4-3/4" x 13" (add 1/4" for trim: 5" x 13-1/4")
1/3 Page Square	5-5/8" x 5-7/8"
1/4 Page Square	4-3/8" x 5-7/8"
1/4 Page Horizontal	9" x 2-7/8"
Spread (non- bleed)	18-3/4" x 12"
Spread (bleed)	20-1/4" x 13" (add 1/4" for trim: 20-1/5" x 13-1/4")

Keep live matter 1/4" from head, foot and face trim. Allow 1/8" safety in gutter for spread ads.

MATERIALS SUBMISSION:

- Press ready PDF files are the only format accepted.
- Images must be SWOP standard CMYK at 300 dpi.
- Files should contain crop and registration marks according to the page specifications above.
- All files up to 15 MB in size may be sent electronically to [mjacobson@formula4media.com](mailto:mjacobsen@formula4media.com)
- Supply Four Color digital Proof to insure accuracy

FILE NAMING:

- All files must be labeled with name of advertiser and date of publication.
- Files with arbitrary names will not be accepted.

SUBMIT VIA FTP

FTP: f4m.dyndns.org

username: f4mgftp

password: uploadfiles here

- Notify [mjacobson@formula4media.com](mailto:mjacobsen@formula4media.com) when available
- FTP submission must use upload program: Fetch, RBrowser, Cyberduck
- Place file in proper month folder

SUBMIT VIA EMAIL (MAXIMUM 15MB)

[mjacobson@formula4media.com](mailto:mjacobsen@formula4media.com)

TECHNICAL SUPPORT

Michael Jacobsen, Production Manager, 201-396-7005; [mjacobson@formula4media.com](mailto:mjacobsen@formula4media.com)

PRODUCTION SPECS WEB

FOOTWEARINSIGHT.COM
OUTDOORINSIGHTMAG.COM
RUNNINGINSIGHT.COM
SPORTSINSIGHTMAG.COM
TEAMINSIGHTMAG.COM
TEXTILEINSIGHT.COM
THERUNNINGEVENT.COM
THESOCCEREVENT.COM
INSIDE INSIGHT.COM

AD UNIT DIMENSION (width x depth)

Top Banner	728 x 90 pixels
IMU (side box)	300 x 250 pixels
Bottom Banner	1024 x 88 pixels
Mini Top banner	282 x 90

STATIC ADVERTISING SPECIFICATIONS:

- Resolution - 72dpi
- RGB
- Maximum file memory size - 100kb
- Provide working URL for ad link
- Format - JPG or GIF

ANIMATED ADVERTISING SPECIFICATIONS:

- Resolution - 72dpi
- RGB
- Maximum file memory size - 200kb
- Provide working URL for ad link
- Animated GIF or SWF

FILE NAMING:

- All files must be labeled with name of advertiser and date of publication.
- Files with arbitrary names will not be accepted.

SHIP FINAL AD VIA EMAIL

mmcgann@formula4media.com

TECHNICAL SUPPORT

Francis Klaess: 516-382-4663
fklaess@formula4media.com

PRODUCTION SPECS DIGITAL MAGAZINE

RUNNING INSIGHT
SOCCER INSIGHT

MECHANICAL SPECIFICATIONS Final Trim: 8-1/2" x 11"

AD UNIT DIMENSION (width x depth)

Full Page (non-bleed)	8" x 10-1/2"
Full Page (bleed)	8-1/2" x 11" (add 1/4" for trim: 9" x 11-1/2")
1/2 Page Horizontal (non-bleed)	7-1/2" x 4-1/2"
1/2 Page Vertical (non-bleed)	3-1/2" x 10"
1/4 Page Square (non-bleed)	3-1/2" x 4-1/2"
1/4 Page Horizontal (non-bleed)	7-1/2" x 2-1/2"
Spread (non- bleed)	10" x 16"
Spread (bleed)	11" - 17" (add 1/4" for trim: 11-1/2" x 17-1/2")

Front page logo: Send Vector based Illustrator CS4 logo. File must be unlocked.

SUBMIT VIA FTP

FTP: f4m.dyndns.org

username: f4mgftp

password: uploadfiles here

- Notify mmcgann@formula4media.com when available
- FTP submission must use upload program: Fetch, RBrowser, Cyberduck
- Place file in proper month folder
- Ads should be submitted five days prior to issue date.

TECHNICAL SUPPORT

Francis Klaess: 516-382-4663
fklaess@formula4media.com

AD FILE PREPARATION

- **Ad File Format** - Press-Ready PDFs are the only format accepted.
- **Fonts and Transparency** - Ad must contain embedded fonts & flattened transparencies.
- **Printer Marks and Page Bleed** - Ads should not have bleed, gutter, or crop marks. (Send ad and nothing but ad)
- **File size** - Maximum 5MB
- **Ad Resolution** - minimum: 300 DPI.
- **Color** - Use RGB. (no cmyk or pantone)

- **Selectable Text** - Text that is outlined, raster, or continuous tone will not be linkable. Non-linkable ads must be accompanied with url destination.

FILE NAMING:

- All files must be labeled with name of advertiser and date of publication.
- Files with arbitrary names will not be accepted.

PRODUCTION SPECS **PRODUCT SHOWCASE**

SPORTS INSIGHT UNIT

DIMENSION (width x depth)

1/16 page

2-1/8" x 2-3/4"

OUTDOOR INSIGHT UNIT

DIMENSION (width x depth)

1/4 page

4-1/4" x 5-1/4"

ART/IMAGE SUBMISSION:

- Format: JPG
- Resolution - 300dpi
- CMYK
- Dimension: 1.25" square max

FILE NAMING:

- All files must be labeled with name of advertiser and date of publication.
- Files with arbitrary names will not be accepted.

SHIP FINAL AD VIA EMAIL
fklaess@formula4media.com

TECHNICAL SUPPORT
Francis Klaess: 516-382-4663
fklaess@formula4media.com

TEXT SUBMISSION:

- Text: 75 words max
- Headline: 6 words max
- Include a call to action (phone or url)
- Submit as a word document.
- No email text is accepted.

SUBMIT VIA EMAIL (MAXIMUM 10MB)

fklaess@formula4media.com