

FORMULA4MEDIA

PRODUCTION SPECIFICATIONS 2017

PRINT

Sports Insight®
Footwear Insight®
Outdoor Insight®
Team Insight®
Textile Insight®

DIGITAL MAGAZINES

Running Insight®
Trend Insight™

NEWS WEBSITES

sportsinsightextra.com

WEB

footwearinsight.com
outdoorinsightmag.com
runninginsight.com
sportsinsightmag.com
teaminsightmag.com
textileinsight.com
therunningevent.com
trendinsight.com

PRODUCT SHOWCASE

PRINT / TABLOID SIZE

- 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" (please add at least 1/8" bleed)
1/2 Page Horizontal (non-bleed)	9" x 5-7/8"
1/2 Page Horizontal (bleed)	10-1/8" x 6-1/2" (please add at least 1/8" bleed)
1/2 Page Vertical (non-bleed)	4-3/8" x 12"
1/2 Page Vertical (bleed)	4-3/4" x 13" (please add at least 1/8" bleed)
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)	19-3/4" x 12"
Spread (bleed)	20-1/4" x 13" (please add at least 1/8" bleed)

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

PRINT AD MATERIALS SUBMISSION:

- **Press ready PDF files are the only format accepted.**
- Bleed ads must contain **at least** 1/8 inch bleed
- Images must be SWOP standard CMYK at 300 dpi
- Files should contain crop and registration marks
- Supply Four Color digital Proof to insure accuracy
- All transparencies must be flattened

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

VIA WEB BROWSER

<http://ftp.formula4media.com:8888/Login>
 username: f4mgftp
 password: uploadfiles here

VIA FTP ACCESS SOFTWARE

<ftp.formula4media.com>
 username: f4mgftp
 password: uploadfiles here

SUBMIT VIA EMAIL

Outdoor Insight
Textile Insight

Sports Insight
Footwear Insight

Team Insight

Brandon Christie
 bchristie@formula4media.com
 516-305-4712

Mike Jacobsen
 mjacobsen@formula4media.com
 201-396-7005

TECHNICAL SUPPORT

Brandon Christie: bchristie@formula4media.com 516-305-4712

PRINT / MAGAZINE SIZE

sportstyle
Running Insight
print editions

MECHANICAL SPECIFICATIONS Final Trim: 8" x 10-3/4"

AD UNIT	DIMENSION (width x depth)
Full Page (non-bleed)	7-1/4" x 10"
Full Page (bleed)	8-1/4" x 11-1/8"
1/2 Page Horizontal	7-1/4" x 4-7/8"
1/2 Page Vertical	3-3/8" x 10"
Spread (bleed)	16-1/4" x 11-1/8"

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

PRINT AD 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
- Supply Four Color digital Proof to insure accuracy
- All transparencies must be flattened

FILE NAMING:

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password: uploadfiles here

VIA FTP ACCESS SOFTWARE

[ftp.formula4media.com](ftp://ftp.formula4media.com)

username: f4mgftp

password: uploadfiles here

SUBMIT VIA EMAIL

Brandon Christie

bchristie@formula4media.com

516-305-4712

TECHNICAL SUPPORT

Brandon Christie: bchristie@formula4media.com 516-305-4712

DIGITAL MAGAZINE

Running Insight

Trend 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: 8-3/4" x 11-1/4")
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)	15" x 9-3/4"
Spread (bleed)	16" - 10-3/4" (add 1/4" for trim: 16-1/4" x 11")

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

AD FILE PREPARATION

- **Ad File Format: Press-Ready PDFs are the only format accepted.**
- Fonts and Transparency - Bleed ads must have at 1/4" of bleed. (Only full page ads can bleed). Add crop marks for proper page placement.
- **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- RGB only
 - **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.

SHIP DIGITAL MAGAZINE AD:
bchristie@formula4media.com

WEB

sportsinsightmag.com
sportsinsightextra.com
footwearinsight.com
outdoorinsightmag.com
runninginsight.com
teaminsightmag.com
textileinsight.com
therunningevent.com
sportstyleshow.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 WEB AD:
bchristie@formula4media.com

PRODUCT SHOWCASE

Send Showcase Materials to:
Mike Jacobsen
mjacobsen@formula4media.com

Send image and text for 1/16 page product showcase

ART/IMAGE SUBMISSION:

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

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.

FILE NAMING:

- All files must be labeled with name of advertiser and date of publication.
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SUBMIT VIA EMAIL (MAXIMUM 10MB)

mjacobsen@formula4media.com

PRODUCTION SPECS PRINT AD SET-UP

