

SPECS/DEADLINES 2019



PRINT



DIGITAL

DEADLINES

Materials must be received by 3pm on deadline day

| Issue | Deadline |
|--------------|----------|
| January 2019 | 11/26 |
| February | 12/24 |
| March | 1/28 |
| April | 2/25 |
| May | 3/25 |
| June | 4/22 |
| July | 5/23 |
| August | 6/27 |
| September | 7/29 |
| October | 8/26 |
| November | 9/30 |
| December | 10/28 |
| January 2020 | 11/27 |

| Ad sizes | W x D |
|-------------------------|----------------|
| Spread | 2 Full Bleeds |
| Full bleed | |
| Trim | 8.125 x 10.875 |
| Bleed | 8.375 x 11.125 |
| Safety | 7.625 x 10.375 |
| Full page | 7 x 10 |
| 2/3 V | 4.5 x 10 |
| 1/2 V | 4.5 x 7.5 |
| 1/2 H | 7 x 4.875 |
| 1/3 V | 2.187 x 10 |
| 1/3 S | 4.5 x 4.875 |
| 1/6 V | 2.187 x 4.875 |
| 1/6 H | 4.5 x 2.375 |
| 1/12 Dining | 2.187 x 2.375 |
| 1/12 Marketplace | 2.25 x 2.25 |
| 1/24 Dining | 2.187 x 1 |

Upload ads to

UPLOAD FINAL PDFs TO FTP

Our server is easily accessed via your web browser.

Web Address: <http://upload.njmonthly.net>

Username: njmftp **Password:** njmldc

All fields must be completed to proceed with upload.

Multiple-file uploads: placed in folder, zip/stuff before uploading.

FILE REQUIREMENTS

Resolution: 300dpi

File Format: PDFs only accepted

File Size: Must be sized exactly (see ad sizes above)

Color: CMYK; B/W to be greyscale. NO SPOT COLORS

DEADLINE

Supply ad 14 days before it is scheduled to run along with the URL you want the ad to click to

| Ad sizes | W x D |
|----------|-------|
|----------|-------|

BANNER ADS

| | |
|--------------------|-----------|
| Leaderboard | 728 x 90 |
| Mobile Leaderboard | 300 x 100 |
| Medium Rectangle | 300 x 250 |

| | |
|------------------------|----------|
| MOBILE ADHESION | 320 x 50 |
|------------------------|----------|

POP-UP

| | |
|---------|-----------|
| Desktop | 700 x 350 |
| Mobile | 320 x 400 |

NEWSLETTERS

Side Dish • Weekend Buzz

| | |
|-------------------|----------------|
| Medium Rectangles | 425 x 190 |
| Text Ad | Up to 20 words |

Gist • Call for sponsorship specs

PRINT OR DIGITAL QUESTIONS

ads@njmonthly.com

or call our Client Success Managers:

Ann Marie Kramer 973-644-5510

Babette Reynolds 973-993-4917

New Jersey

MONTHLY