

2017 ADVERTISING SPECIFICATIONS



internetRETAILER®

B2BECNEWS

Vertical Web Media
125 S. Wacker Drive, Suite 1900
Chicago, IL 60606-4439

Available online at:
www.InternetRetailer.com/advertise

DETAILS

MAGAZINE AND RESEARCH GUIDE SPECIFICATIONS

GENERAL INFORMATION

Publication Trim: 8" x 10.75"

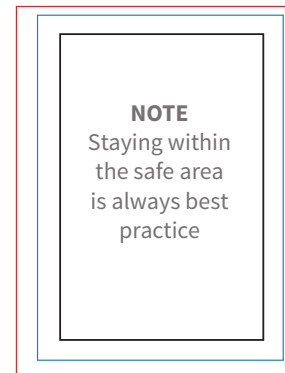
Trim with bleed: 8.25" x 11"

Important Keep copy 3/16-inch from final trim size

AD SUBMISSIONS

1. Ad materials are to be supplied as digital files in the preferred PDF/X-1a:2001 format.
2. A proof for each ad may be submitted at client's discretion.
3. Customer-supplied digital files and proofs will be retained for up to three months following publication date and then destroyed unless otherwise requested.
4. Materials due 8 business days prior to issue date to winnie@verticalwebmedia.com.

FULL PAGE - SPEC CHEAT SHEET DIAGRAM



Safe Area

7" wide x "10" height

Final Page Trim

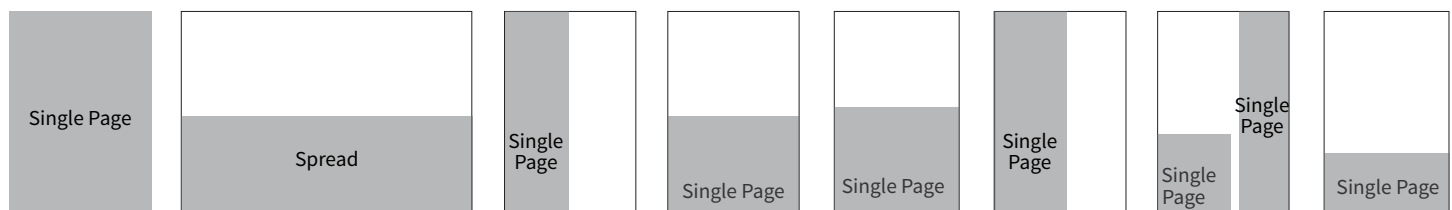
8" wide x 10.75" height

Page Size with Bleed

8.25" wide x 11" height

MAGAZINE

CHANNEL/FORMAT	BLEED	TRIM	SAFETY	NON BLEED
Single Page	8.25" x 11"	8" x 10.75"	8" x 10.375"	7.5 x 10
Spread	16.5 x 11	15 x 10	8" x 10.375"	16 x 21.5
2/3 Page Vertical	4.5 x 10	w x h	8" x 10.375"	w x h
1/2 Page Vertical	4.5 x 7.5	w x h	8" x 10.375"	w x h
1/2 Page Horizontal	7 x 5	w x h	8" x 10.375"	w x h
1/3 Page Square	4.5 x 4.75	w x h	8" x 10.375"	w x h
1/3 Page Vertical	2.125 x 10	w x h	8" x 10.375"	w x h
1/4 Page Square	4.5 x 3.75	w x h	8" x 10.375"	w x h
1/4 Page Vertical	2.125 x 7.5	w x h	8" x 10.375"	w x h



SETUP REQUIREMENTS

Make sure your page is set up at 8 inches width by 10.75 inches height and then add in the additional minimum 0.125 inches. Write to PDF X1-A. Fullbleed color borders used to "frame" an ad should be minimum 3/8 inch thickness to offset unevenness of trim. Type or graphics placed between final page trim and trim variance may be cut off. Bleed must extend 3/16" beyond trim. Keep live matter a minimum of 3/16" from trim edge.

INSTRUCTIONS: Create one PDF/X-1a file per ad or ad page; spread ads may be submitted as a single file. *Please allow for file to complete processing.*

BEST PRACTICES: Create one PDF/X-1a file per ad or ad page; spread ads may be submitted as a single file. *Please allow for file to complete processing.*

CONTACT

SUBMISSION: Winnie Lee winnie@verticalwebmedia.com 312-572-6275

DIGITAL MAGAZINE - NXTBOOK PLATFORM

CHANNEL/FORMAT	POSITION	DIMENSIONS	FILE MAX
Full-pg Digital Ad	Left of cover	500 x 480	50k
Skyscraper	Right/Left	120 x 600	50k
Leaderboard	Top/Bottom	468 x 60	50k
Microbar Logo	Toolbar	88 x 31*	50k

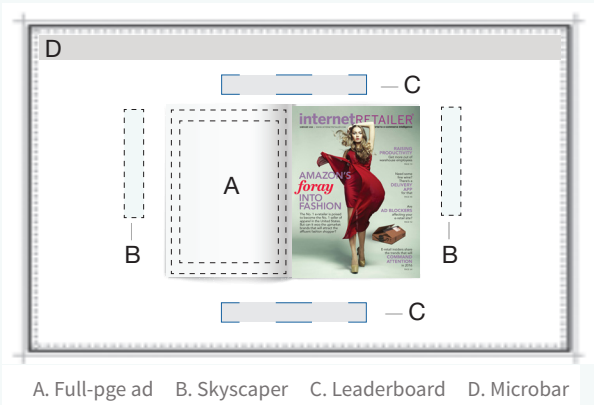
NOTE: Height is fixed. Some flexibility on width

FULL-PAGE AD: Print ads will work just fine for a digital publication without adjustment. No bleed is needed; no safety margin is needed; artwork does not need to be flattened; and, the RGB color space may be used (which allows for brighter colors in some cases).

AUDIO FILES: .mp3 files sample rate of 11kHz, 22kHz, 44kHz or 96kHz.. PCM S16 LE code are not supported.

VIDEO FILES: [MORE INFORMATION](#)

Accepted formats: .flv or .avi, Windows Media Player, Real Video or QuickTime formats. Preferred video codec is H.264. Recommended audio codec for QuickTime is AAC. You can stream YouTube videos as well. Please supply the URL to us using the following structure: http://www.youtube.com/v/video_id.



PRODUCT SHOWCASE AND MARKETPLACE

Product Showcase	SQUARE 3.375 X 3	RECTANGLE 3 X 7.125	VERTICAL 6.125 X 3.375
Marketplace	SQUARE 2.1875 X 2	RECTANGLE 2.1875 X 4	VERTICAL 2.1875 X 3

* No bleeds

COVER TIPS AND INSERTS

Inserts	Max Size 7.75" × 10.5"	Live area 7.75" × 10.6"
Cover Tips	Max Size 7.75" × 10.5"	Live area 7.75" × 10.6"

* No bleeds

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PRINT AD MATERIAL SUBMISSION OPTIONS

DELIVERY

Advertising materials may be delivered via disk or FTP (your FTP or Internet Retailer's client FTP, ask representative for login and upload instructions). All files delivered to FTP should be Stuffed or Zipped.

INSTRUCTIONS

When submitting multiple formats or supporting files, designate which file is to be used on page. Internet Retailer is not responsible for misplaced files if designation is not noted on delivery via e-mail or print.

FILE QUALITY

Electronic files must meet the digital requirements as listed above. Internet Retailer is not responsible for final printing of low-resolution images, font disruption or file content errors.

PRINT PAGE SETUP AND GUIDELINES

REQUIREMENTS

Make sure your page is set up at 8 inches width by 10.75 inches height and then add in the additional minimum 0.125 inches. Write to PDF X1-A. Fullbleed color borders used to "frame" an ad should be minimum 3/8 inch thickness to offset unevenness of trim. Type or graphics placed between final page trim and trim variance may be cut off.

PRINT AD FORMAT REQUIREMENTS

ADOBE INDESIGN: Preflighted and packaged with all links and fonts. All images 300 DPI.

ADOBE ILLUSTRATOR: Saved as EPS or native .ai, fonts outlined, images embedded in Illustrator file. All images must be 300 DPI. Type or image elements in white to be printed "on top of" a background color or another image must be set to "knockout," not OVERPRINT.

ACROBAT X1-A PDF: Resolution: 2400 DPI/Color. Bicubic Downsampling: 300 DPI. Acrobat Distiller Settings: color Management - OFF. E bed and subset all fonts preserve document information from DSC.

COLOR: Magazine pages must be submitted in CMYK process color configuration, including the final file and all linked or embedded files used to create the final file. RGB or spot colors may not be used and will be converted at the advertiser's risk. All color profiles in all files must also be discarded or turned off.

PROOFING

Proofs must be representative of the supplied file at actual size and display a printer's color control bar. Alternative proofing formats will be used for content only. Visit www.swop.org for a complete list of current certified proofing options. When calling for spot color (Pantone) usage on press, clearly indicate such on the supplied proof. Publication is not responsible for color or content of files that do not conform. *A proof may be supplied at the client's discretion.*

1. Advertiser/agency accepts full responsibility for reproduction variations between the digital file and the printed image for ads submitted in non-preferred formats.
2. Non-adherence to the preferred format may necessitate production fees. IR is not responsible for making corrections to supplied files.

PDF/X-1A:2001 FILE PREPARATION

Adherence to the following guidelines in application file preparation will aid in successful file conversion:

LAYOUT: Full page bleed must be created to bleed specification with crops (printer marks) set at trim dimensions and placed outside the bleed area. Bleed must extend 3/16" beyond trim. Keep live matter a minimum of 3/16" from trim edge.

- Create ad layouts in a professional desktop publishing program such as Adobe InDesign™ or QuarkXPress™.
- Create one PDF/X-1a file per ad or ad page; spread ads may be submitted as a single file. *Please allow for file to complete processing.*
- Direct export option out of Adobe InDesign™ CS3 or later and/or QuarkXPress™ 7.0 or later can be utilized as long as the PDF/X-1a:2001 setting is used.

ORIENTATION: Set native application files in portrait mode at 100% with no rotations.

COLOR: Define all colors as CMYK process. Unintended spot color and/or Pantone colors must be converted to CMYK process. RGB, LAB and ICC based colors are not allowed. Black & white images should be saved as single channel black only before placing them into the page. Nested grayscale or nested single channel black may become 4/C when printed. Delete any unused colors.

IMAGES: Must be high resolution SWOP-compliant with a resolution of 300dpi for CMYK and 1200dpi for black & white images. OPI selections should be turned off. Do not nest EPS files within other EPS files. Save images in TIFF or EPS format, with no embedded color management profiles.

TYPE: Fonts must be embedded. Use Postscript Type 1, Open Type or TrueType fonts only. Text containing thin lines, serifs or small lettering should be restricted to one color. Knockout type smaller than 10 points cannot be guaranteed perfect registration and is therefore not recommended.

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DIGITAL CONTENT SPECIFICATIONS

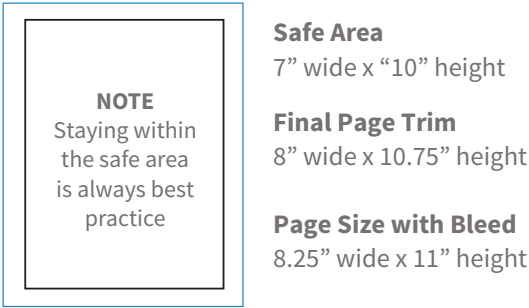
GENERAL INFORMATION

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DIGITAL AD - SPEC CHEAT SHEET DIAGRAM



EXECUTIVE REPORTS

EXECUTIVE REPORT REQUIREMENTS:

COMPONENTS: Logo, 1pg, 4/c ad, url links, and lead-in article (written by IR)

EDITORIAL GUIDELINES: : Editorial write up will be composed of about 500-600 words. Editors will need to know in advance who will be the representative interviewed from your company Editors will then make arrangements to contact and interview the representative.

FULL-PAGE AD: Dimensions: 8x10.75 inches / hi-res PDF.
Print ads will work just fine for a digital publication without adjustment - no bleed or safety margin needed; artwork does not need to be flattened; and, the RGB color space may be used (which allows for brighter colors in some cases). Also, digital ads can contain hyperlinks. Please note all hyperlinks ad they may not carry through automatically with production workflow. Print ads will work just fine for a digital publication without adjustment.

PROOFING: Write up will be emailed to company for review/ updates. When publication goes to press, a complementary pdf will be sent to your company.

LOGO: Logos should be submitted in line art format (EPS, Illustrator) whenever possible for highest quality reproduction. Bitmap files (Photoshop, TIF, JPG) are acceptable, and should be a minimum of 2 inches on the longer side, at 150 dpi or higher.

THOUGHT LEADERSHIP ARTICLE

THOUGHT LEADERSHIP ARTICLE REQUIREMENTS:

COMPONENTS: 1-pg article written by IR and full-pg ad (8” x 10.75”).

EDITORIAL GUIDELINES: : Editorial write up will be composed of about 600 words. Editors will need to know in advance who will be the representative interviewed from your company Editors will then make arrangements to contact and interview the representative.

PROOFING: Write up will be emailed to company for review/ updates. When publication goes to press, a complementary pdf will be sent to your company.

LOGO: Logos should be submitted in line art format (EPS, Illustrator) whenever possible for highest quality reproduction. Bitmap files (Photoshop, TIF, JPG) are acceptable, and should be a minimum of 2 inches on the longer side, at 150 dpi or higher.

RESEARCH GUIDE - DIGITAL SPONSORSHIP

CHANNEL/FORMAT	DESCRIPTIONS	DIMENSIONS
Full Page Ad (Print + Digital)	Full page digital ad opposite research guide cover	500 x 480
Digital Tower Ad	Tower ad on right hand side of every page of the digital edition	120 X 600

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ONLINE AD SPECIFICATIONS

CHANNEL/FORMAT	DIMENSIONS	FILE TYPE	ANIMATION	FILE MAX
Super Leaderboard	970 × 90	.jpg or .gif and click URL; animated or static	:15 SEC	40K
Leaderboard	728 × 90	.jpg or .gif and click URL; animated or static	:15 SEC	60K
Medium Rectangle	300 × 250	.jpg or .gif and click URL; animated or static	:15 SEC	60K
Half-page	300 × 600	.jpg or .gif and click URL; animated or static	:15 SEC	60K
Skyscraper	160 × 600	.jpg or .gif and click URL; animated or static	:15 SEC	60K
Welcome or Interstitial	640 × 480	jpg or .gif and click URL, no animation jn	-	60K
Full IAB SPEC: details on other premium ads				

3RD PARTY TAG: Generally accepted, provided that WM ad management can accurately count impressions and clicks. No iFrames.

ANIMATION and RICH MEDIA: Accepted, excluding Flash. Recommended animation length 15 sec.

BEST PRACTICES: Unit must be distinguishable from webpage content (i.e. defined borders and not be confused with normal page content).



Full Online Advertising Specs

↓ [CLICK TRACKING RICH MEDIA SPECS \(PDF\)](#)

VENDOR DIRECTORY

CHANNEL/FORMAT	DIMENSIONS	FILE MAX	REQUIRED INFORMATION AND MATERIALS	
Featured Vendor	300 x 250	50K	Vendor Category	whitepaper, case study, webinar, etc.
Large Enhanced Listing	215 x 150	50K	Company Name	Max 45 characters including spaces
Medium Enhanced Listing	215 x 100	50K	Company URL	Website address
Small Enhanced Listing	215 x 50	50K	Company Description	Max 200 characters including spaces
Skyscraper	160 x 600	50K	Company Facts	Products/Services, Typical entry price

REQUIRED MATERIALS: Vendor category, company name, company URL, description, company facts.

OPTIONAL MATERIALS: Up to 3 research links (white papers, case studies, video demos).

BEST PRACTICES: Images will automatically resize, but the closer to this dimension the better. Distortion will occur if the dimensions are off.

RESOURCE LIBRARY

REQUIRED MATERIALS	DESCRIPTION AND DIMENSIONS
Featured Resource	Promotion of asset on homepage
Title	Max 45 characters including spaces
Resource Type	Whitepaper, case study, article, etc.
Short Description/Abstract	Max 200 characters including spaces
Full Description	Max 1000 characters including spaces
Click URL	URL of hosted asset
Company URL	Company website address
Publish Date	Year and Month
Image	Featured Resource (Homepage): 120 X 120 Thumbnail: Min. 87x112px; Quick View: 165x165px File format .jpg, .gif, .png; No animation

REQUIRED MATERIALS: Type, Title, Short and full descriptions, URLs, Publish date, Image (Thumbnail and Quick View versions)

OPTIONAL MATERIALS: Up to 3 research links (whitepapers, case studies, video demos, etc.)

BEST PRACTICES: Images will automatically resize, but the closer to this dimension the better. Distortion will occur if the dimensions are off.

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NEWSLETTER SPONSORSHIP

IRNewsLink Daily

Leaderboard	728 x 90	40K
Medium Rectangle	300 x 250	40K
Text Box (Logo + Text)	Headline, description, click URL	40K

Text Box Logo: Acceptable formats .jpg, .png, .gif, .eps, .ai. Dimensions: 150 x 50.

B2BecNews

Leaderboard	728 x 90	40K
Medium Rectangle	300 x 250	40K
Text Box (Logo + Text)	Headline, description, click URL	40K

Text Box Logo: Acceptable formats .jpg, .png, .gif, .eps, .ai. Dimensions: 150 x 50.

Mobile Strategies 360

Leaderboard	728 x 90	40K
Medium Rectangle	300 x 250	40K

REQUIRED MATERIALS: Email newsletter banner ads – 300x250, 728x90 (GIF/JPEG only)

TEXT BOX COMPONENTS:

Headline, Description, click URL: A maximum of 50 words will be accepted. This includes a headline, a call to action line, and the ad copy.

3RD PARTY TAG: Generally accepted, provided that WM ad management can accurately count impressions and clicks. No iFrames.

FLASH and RICH MEDIA: Not Accepted. Animation will not be seen in Outlook 2009-2016. (If you are sending an animated .gif, make sure the first frame is the most vital.) Special note about 2007 Outlook: Animated GIFs are not well supported. Image defaults to first image in the animation series.

BEST PRACTICES: recommend short “a call to action.”

EMAIL CAMPAIGNS

CHANNEL/FORMAT	DIMENSIONS	FILE TYPE	FILE MAX
eBlast	Width = 600, Height = >1200H	HTML and/or text; provide text version	50K
<div> <div> E-MAIL CAMPAIGN SUBMISSION REQUIREMENTS <p>HTML: All email promotions must be submitted in HTML that includes standard HTML tables to contain the code. Images must be hosted by the client, making sure that image source links in the code are complete.</p> <p>SUBJECT LINE: recommend short and “a call to action.”</p> <p>SCHEDULE TIME: Time to be sent in central time zone (As a guideline for you, most companies select between 10am and 12pm CT). IR sends in 2 time slots, 10:00 and 12 noon.</p> <p>TEST CONTACTS: List of email addresses for proof/test and mailing.</p> <p>SPECIAL INSTRUCTIONS AND WARNINGS:</p> <ol style="list-style-type: none"> 1. Outlook 2009-2016 e-mail client does not support: Cascading Style Sheets (CSS), head tag style sheets, background images and various other HTML code. Styles must always be entered as inline paragraph styles. Background images will not render in Outlook 2009-2016. We cannot be responsible for the processing of or end results of HTML that contains Cascading Style Sheets and/or head tag style sheets and/or background images. 2. Flash and Shockwave are not accepted for e-mail HTML. 3. The byword is tables. E-mail HTML code is best rendered when tables are used to contain it. 4. As a guideline, our header is 600 pixels wide, in case you'd like to create your promotion to be about the same width. 5. Any and ALL HTML created in Microsoft Word cannot be used. 6. Materials should be submitted in self-contained HTML files attached to correspondence with your representative. </div> <div> ADDITIONAL INSTRUCTIONS <p>DUE DATE: 5 business days prior to scheduled delivery date. Creative not received by due date may not run as scheduled.</p> <p>BEST PRACTICES: Please remember that HTML messages sent via email must contend with a multitude of email clients and software. The key is to keep code simple.</p> </div> </div>			

CONTACT

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