

Online Ad Specifications

File formats accepted:

JPG, PNG, GIF

3rd party ad tags should support SSL.

Sizes Accepted:

Leaderboard: 728 x 90 pixels

Wide Skyscraper: 160 x 600 pixels

Medium Rectangle: 300 x 250 pixels

Masthead: 10 - 15 words

Maximum file size: 1 MB

Newsletter Ad Specifications

Graphic ads:

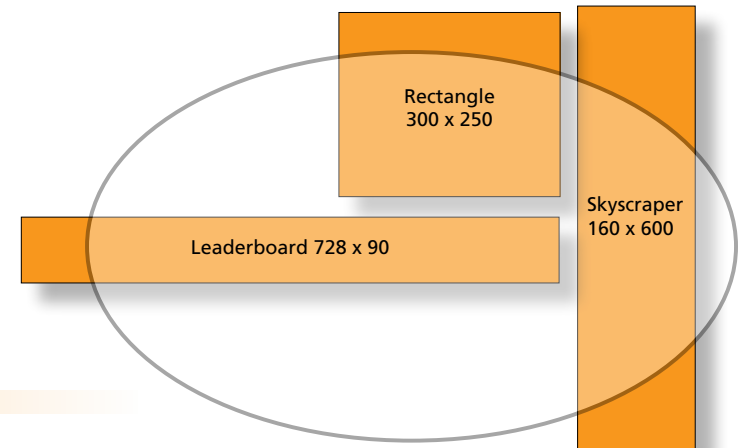
JPG, PNG, GIF (static only)

Leaderboard: 728 x 90 pixels

Medium Rectangle: 300 x 250 pixels

Text ads:

100 words (approx.)



Ad File Specifications

File format: Send closed (non-editable) files as high-resolution PDFs, compatible with Acrobat 4 or later. Files should comply with the PDF/x standard. Give the file an easily identifiable name that includes the name of the company or product.

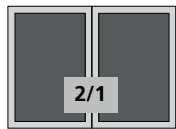
Graphics: Artwork should use the CMYK color space. Resolution: 300 dpi minimum. Be sure the art does not contain RGB, LAB, or ICC color spaces; transfer functions; or screen settings. Do not exceed 280% total color/ink application.

Color: The artwork must use the CMYK color space to avoid unintended color shifts. Please also convert custom and spot colors to CMYK. Resolution: 300 dpi minimum.

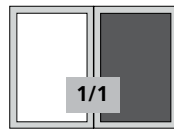
Crop marks: Include crop marks outside the bleed size to indicate how your ad should be positioned and cropped.

Lines: The line width for fine lines (hairlines) should be at least 0.25pt.

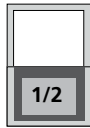
Fonts: All fonts must be embedded.



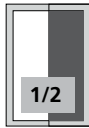
Live area: 410 x 287
Trim size: 420 x 297
Bleed size: 426 x 303



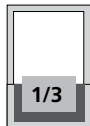
Live area: 200 x 287
Trim size: 210 x 297
Bleed size: 216 x 303



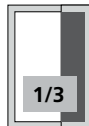
Live area: 200 x 138
Trim size: 210 x 148
Bleed size: 216 x 151



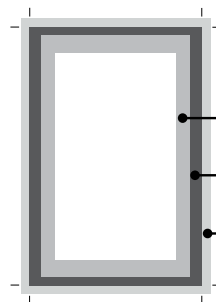
Live area: 93 x 287
Trim size: 103 x 297
Bleed size: 106 x 303



Live area: 200 x 97
Trim size: 210 x 107
Bleed size: 216 x 110



Live area: 60 x 287
Trim size: 70 x 297
Bleed size: 73 x 303



Trim: The final dimensions assuming perfect placement.

Bleed: Continue colors and graphical backgrounds 3mm beyond trim at any page edge.

Live Area: Space within the ad for locating text and important graphic elements. Allow 5mm from the edge of the Live Area to the trim line.

Delivering Your Artwork

Proofs: We do not require color proofs, but printed colors are not guaranteed without a color proof on file with us by the ad materials deadline.

Email: Please send your file to the following email address: materials@linuxnewmedia.com Please include the magazine name and issue number or newsletter in the subject line of your email.

Contacts

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