DESIGNED FOR TABLET
AD SPECS & GUIDELINES

Designed For Tablet (DFT) definition: non-interactive ads designed to fit 4:3 or 16:9 tablet devices.

- Ad must be designed to specs to fit perfectly within 4:3 & 16:9 tablets.
- A web-element/URL is accepted and will be displayed through an in-app browser. Ad can have only one web-element/URL. All design elements including the URL must be designed within safety zones as crops will be applied to the sides or top and bottom to fit devices.
- All working images in InDesign layouts should be 300 DPI or vector art.
- Ad converted to DFT must be consistent with print and have the same brand, product messaging, and image content in the creative.
- A spread ad can be re-designed to a single cell for all orientations. If spreads are not re-designed for single cell, user will see LHP first and swipe to reveal RHP.
- If resources are needed to assist with creative re-design, e-mail studios@timeinc.com or call David Ward at (212)522-9350. Time Inc. Studios specs can also be found at: *http://direct2time.timeinc.com/tablet/* under Designed For Tablet link.

POSITIONING/MAKE-UP

- Final ad placement is subject to editorial approval.
- No competitive separation guarantees.
- Editorial sensitivities will not need considerations since there are no ad/edit adjacencies.

FILE / CREATIVE SUBMISSION

- InDesign CS4 or CS5.5 templates will be provided if needed. Resize creative within template and export one or two jpeg files at 300 DPI for file submission depending on the magazine title (dual vs. portrait-only orientation).

AD PORTAL INSTRUCTIONS

- New users will need to create an account; current ad portal users can use their existing account.
- From navigation bar on left, under "actions": 1) Select "Send Files" 2) Select "Designed For Tablet ad" 3) Choose correct title/issue date, enter appropriate file information and click "continue". 4) Drag & drop jpegs onto thumbnails or select "Choose A File" and Select "Save & Approve". 5) To finalize, click "Approve Ad".

COUPON ADS & TRACKING PIXELS POLICY

- SFP ads with coupons can be accepted in tablet upon advertiser's approval. If desired, advertisers can provide alternate or DFT creative to remove the coupon. Either must be uploaded as a JPEG to the ad portal tablet site as indicated above.
- We do not embed tracking pixels into ads. However, the advertiser can provide DFT creative and include a customized "vanity" URL that allows tracking from their site. The vanity URL would be set up to redirect to the URL they prefer.

DFT AD SPECIFICATIONS

All Time Inc. titles run portrait-only, except: People

	Specifications for all tablet devices	
Page Dimensions Pixels & Points	Based on InDesign settings, measurements are: *InDesign CS4 or older (size in points:* w x h) • Portrait: 768pt. x 1074pt. • Landscape: 1024pt. x 768pt.	*InDesign CS5 or newer (size in pixels:* w x h) • Portrait: 768px. x 1074px. • Landscape: 1024px. x 768px.
Page Dimensions for creation in Photoshop	• Portrait: 3200px. x 4475px. at 300 DPI • Landscape: 4267px. x 3200px. at 300 DPI	
Hot Zones For illustration, double-click attachment	Tablet hot zones are at left, right and bottom margins. Design Web-element/URL within safety zone: Portrait • 78 pt./px. from left and right • 105 pt./px. from bottom	Landscape • 59 pt./px. from left and right • 60 pt./px. from bottom
Web Elements	Web element/URL can be designed anywhere in page within safety zone. Web content should be designed (if possible) to display correctly within browser frame. Although a site may display perfectly in a browser, it's not guaranteed that it will display as well in the device. Web content is the legal responsibility of the advertiser. Content is available only when user is online. Sites should be HTML-based.	