TRAVEL+LEISURE

Tablet Specs and Guidelines

ABOUT iPAD SPECIFICATIONS

- Supported Devices:
    - iOS devices include iPad 1, 2, iPad Retina 3, 4, iPad Mini
    - Android devices include Kindle Fire, Kindle HD7, HD8.9, Nook Color
- All national full-page-and-greater ads that have not opted-out by **Order Close Date** will be included on the iOS and Android editions as a **Straight from Print (SFP)** ad unless the advertiser's intention to run **Designed for Tablet (DFT)** ad or **Enhanced for Tablet (EFT)** ad is communicated to AMEX Publishing prior to **AD Close date** *(see page 23).*
- You may not opt out of one device and run on another. If you opt out, you are opting out of all devices. (iOs and Android).
- If there is a main URL in print, that URL will be activated on the **Straight-from-Print (SFP)** version of the ad on all devices that support URL activation.
- Flash is not consistently supported on the iOS and Android devices
- HTML5 is now universally supported on the iOS and Android platforms.
- All ads run in vertical (portrait) orientation only. (*see page 5*)

SFP (STRAIGHT FROM PRINT), DFT (DESIGNED FOR TABLET), EFT (ENHANCED FOR TABLET) AND DIGITAL-ONLY ADS

SFP (Straight from Print) ads:
Non-interactive ads are resized for the tablet devices directly from the supplied print ads (PDF X1a). They are automatically centered and proportionally scaled to best fit the device in portrait orientation. **SFP**s may have only one URL link on the creative for web-activation. If there are multiple URLs, the main corporate URL will be activated.

DFT (Designed for Tablet) ads:
Non-interactive ads designed to fit the iOS and Android devices in portrait-orientation; **DFT**s may have only one URL link on the creative for web-activation. If there are multiple URLs, the main corporate URL will be activated.

EFT (Enhanced for Tablet) ads:
Interactive ads that are designed to fit the iOS and Android devices in portrait-orientation. Ads can take advantage of multi-media app functionality to play content such as image slide-shows, video, audio and/or web-elements. Multiple URLs may be activated.

Digital-Only ads:
Digital-Only ads are ads that run on the tablet but do not appear in the print version of the issue. Digital-Only ads may be static (no functionality) or enhanced.
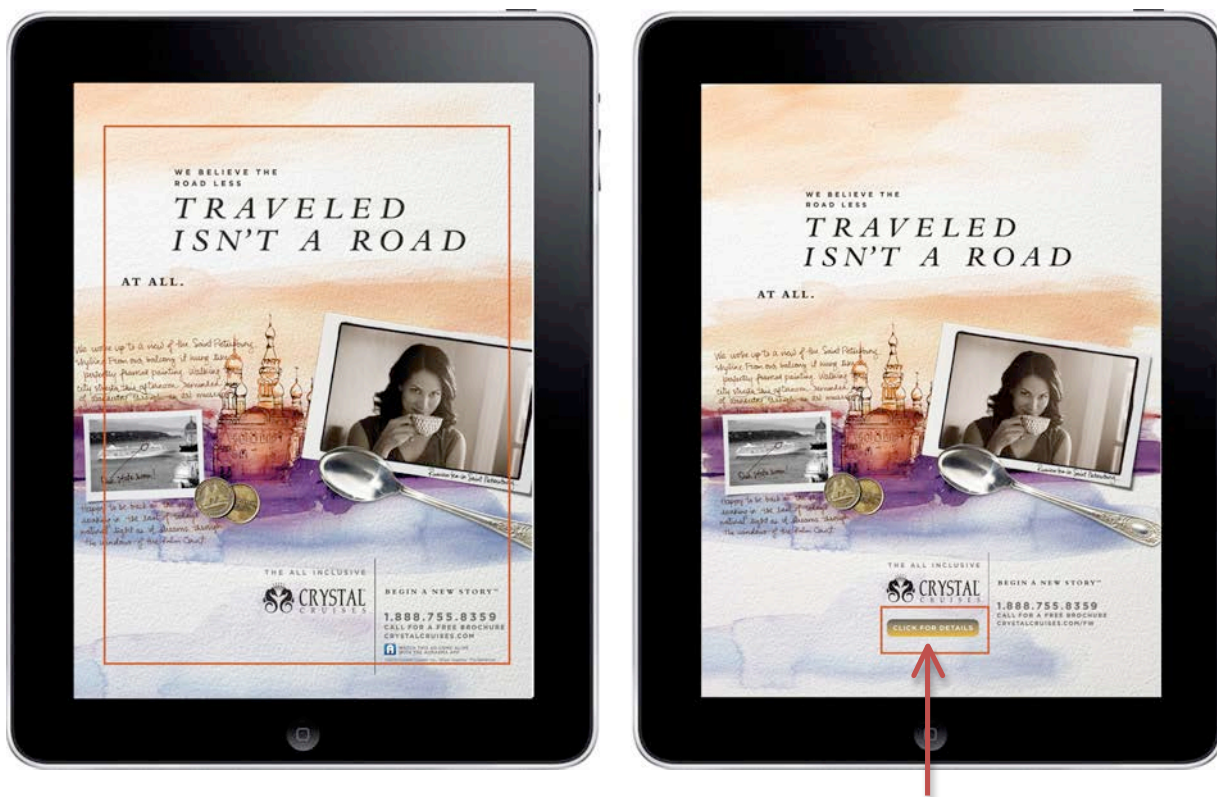
TRAVEL+ LEISURE

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POSITIONING OF SFP (STRAIGHT FROM PRINT) AND DFT (DESIGNED FOR TABLETS) ADS

iOS (iPad 1, 2, Retina 3, 4, iPad Mini)

- When resizing **SFP** ads within the iOS device, the full trim size of the print ad is used plus 1/16" of the bleed at the top and bottom of the ad. A Straight from Print (**SFP**) ad will be placed unless the advertiser's intention to run a Designed for Tablet (**DFT**) ad or an Enhanced for Tablet (**EFT**) ad is communicated to AMEX Publishing prior to **AD Close date.** *(see page 23)*
- **DFT** ads, supplied by advertiser, fit exactly within the dimensions of the iOS devices.

Call-to-Action Button

SFP/DFT positioning for iOS devices

Left: Straight from Print: Note that user may tap anywhere within the red area to access the URL

Right: Designed for Tablet: Advertiser has recropped image and altered the text slightly. They have also added the call-to-action button "Click For Details". The user may tap within the smaller red area to access the URL. NOTE: The red areas in each instance will not appear on the device, they are shown for illustrative purposed only.
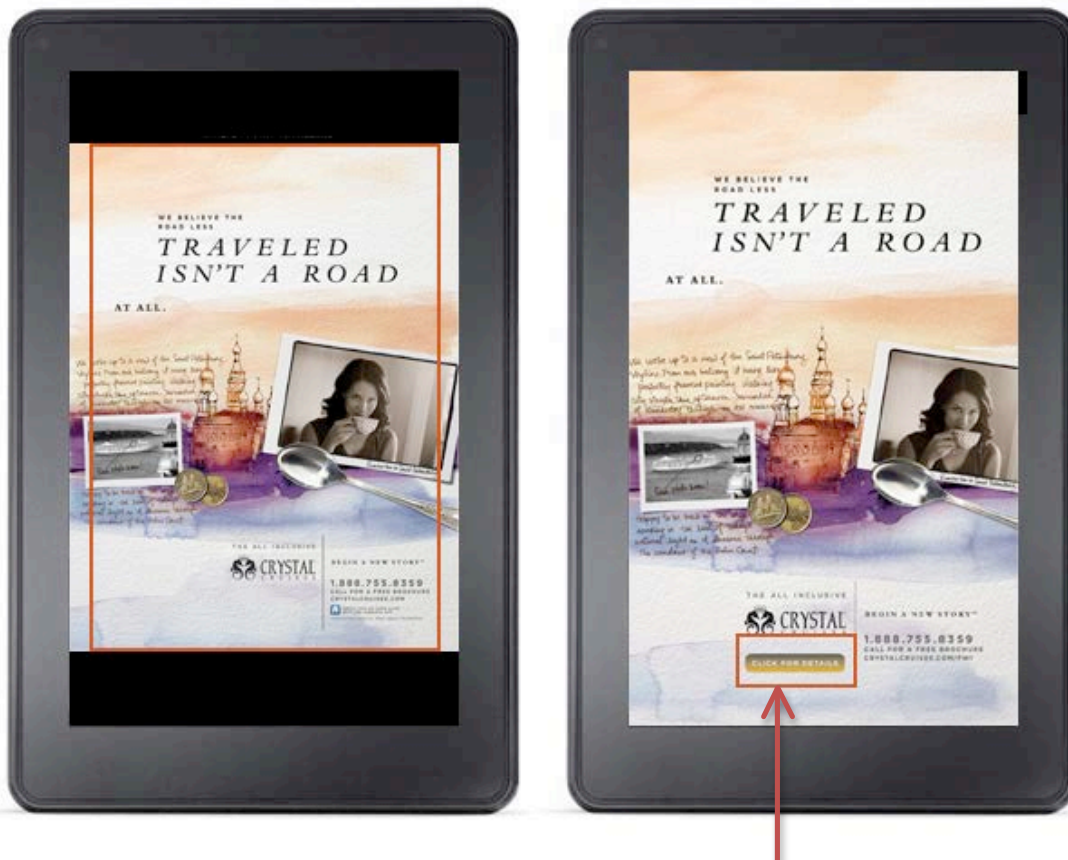
TRAVEL+LEISURE

Tablet Specs and Guidelines

POSITIONING OF SFP (STRAIGHT FROM PRINT) AND DFT (DESIGNED FOR TABLETS) ADS

Android (Kindle Fire, Kindle Fire HD7 and Kindle Fire HD8.9)

- **Straight from Print (SFP) ads** will be resized and centered within the dimensions of the Android device. The trim size of the supplied print ad will be used. **Note**: there will be black bars above and below the ad (as seen below – *left*).
- A **Straight from Print (SFP)** ad will be placed unless the advertiser's intention to run a **Designed for Tablet** (**DFT**) ad or an **Enhanced for Tablet** (**EFT**) ad is communicated to AMEX Publishing prior to **AD Close date** *(see page 23).*
- **DFT ads,** supplied by advertiser, fit exactly within the dimensions of the Android device (below, *right*).

Call-to-Action Button

SFP ad centered in Kindle Fire (left), DFT ad positioned in Kindle Fire (right)

Note: The user may tap anywhere within the red areas above to access the activated URL of the ad. (The red boxes do not appear on the ad, they are for illustrative purposes only).

POSITIONING OF SFP (STRAIGHT FROM PRINT) AND DFT (DESIGNED FOR TABLETS) ADS

Kindle Fire aspect ratio vs. Kindle Fire HD7 and Kindle Fire HD8.9 dimensions

- The relative widths of the Kindle Fire HD7 and Kindle Fire HD8.9 devices are slightly wider than the width of the Kindle Fire. To accommodate this discrepancy, all critical copy and imagery on a **Designed for Tablet (DFT)** and **Enhanced for Tablet (EFT)** must fall within the Safety Area (*see below*).
- Imagery and copy within this Safety Area will appear on all Kindle devices.
- Imagery outside of the Safety area will appear ONLY on the Kindle Fire HD7 and Kindle Fire HD8.9

MISCELLANEOUS

Straight From Print (SFP): These are non-interactive versions of the print ads. They are resized for the iOS and Android devices directly from the ads submitted for the print. Only one web link on the creative will be activated. If there are multiple web links (ie. Twitter, Facebook, Company/ Brand URL link), the Company/Brand web link will be activated.

Coupon Ads
Straight For Print (SFP) coupon ads must be re-supplied with coupon removed. It should be supplied as a **Designed for Tablet (DFT)** JPEG following **DFT** specifications (*see page 6*). JPEG files must be uploaded to the AD Portal (see page 23).

Web Links
It is the advertiser's responsibility to supply URLs that are non Flash-based and compatible with our in-app browsers.

Ads running horizontally in print and generic horizontal-orientation image.
We run ads in vertical orientation only. If a user turns the tablet to the horizontal position, they will see a generic prompt to turn the tablet back to its vertical position (*see below*). For this reason ads that run horizontally in print are not easily viewed on the tablet. We recommend a **Designed for Tablet (DFT)** version be submitted for the tablet versions of your ad.

SFP ad running horizontally (left), tablet viewed when turned to horizontal position prompting user to return tablet to vertical position. (right)

DESIGN FOR TABLET (DFT) AD SPECS & GUIDELINES

Designed For Tablet (DFT): These are non-interactive ads designed to fit the iOS and Android devices. Ads will run in portrait-orientation only. **DFTs** can have only one URL link on the creative activated.

GUIDELINES

* Ads submitted as a **Designed for Tablet (DFT)** must be consistent with its print equivalent and have the same brand, product messaging, and image content.
* Ads must be designed to fit within the dimensions of the iOS and Android devices as outlined below.
* Ads can have only one web-element/URL. Link will be activated by American Express Publishing.
* **DFT** ads may substitute a call-to-action button in place of the URL (*see page 2*). Advertiser must provide URL for call-to-action in writing.
* Ad should be supplied as a sRGB, JPG file.
* A spread ad or full-page + 1/3V ad may be re-designed by the advertiser as a single page **Designed for Tablet (DFT)** ad to fit within one cell (page) in portrait. Single page must incorporate all copy and imagery from original print creative but may re-crop imagery or alter size of copy to fit within the single page.
* **An SFT ad will be run on a device unless we receive instructions to the contrary in writing.**
* **DFT** ads should be delivered to American Express Publishing via our AD Portal (see page 23).

DFT AD SPECIFICATIONS (iOS - iPad 1, 2, Retina 3, 4, iPad Mini)

Page Dimensions

* File should be a JPG, sRGB image
* Size: 1536 pixels (wide) x 2048 pixels (height) - this .jpg file will be downsampled to accommodate all versions of the iPad.

DFT AD Specifications (Android - Kindle Fire, Kindle Fire HD7, Kindle Fire HD8.9)

Page Dimensions

* File should be a JPG, sRGB image
* Size: 1200 pixels (wide) x 1920 pixels (height)
* All critical imagery and copy must be kept within the Safety Area of 1136 pixels wide x 1920 height. *(see page 4)*

A JPG **DFT** AD should be uploaded to our Ad Portal as a zipped file. *(see page 23)* as well as an unzipped low-res JPG file must also be uploaded as a visual reference.

DESIGN FOR TABLET (DFT) AD SPECS & GUIDELINES

Web-Elements (URLs)

- Web content should be designed to display correctly within browser frame.
- Although a site may display perfectly in a computer-based web browser, there is always a risk that it will not display as expected within the in-app browser on the device.
- Web content is the legal responsibility of the advertiser.
- Content is available only when user is online.
- Sites should be HTML-based.
- Avoid Flash-based sites as they are not consistently supported across all devices.

DESIGN ASSISTANCE

American Express Publishing will assist clients/agencies with Enhanced for Tablet (EFT) and Digital-Only ads. Please check with your Sales Rep for availability of services and production fees.

Services and Guidelines

- Materials are due at ad close. (see page 23)
- **Enhanced for Tablet (EFT)** ads must be consistent with its print equivalent and have the same brand/product messaging in the creative.
- Client will have the opportunity to review, request changes and approve the **Enhanced for Tablet (EFT)** or **Digital-Only** ads.
- Fractional ads, with client's paid upgrade, will be redesigned as a single page ad.

Required Deliverables for Redesign

A ZIP/compressed file with the following items,
- PDF of print creative
- Collected InDesign CS5 file with all fonts, logos and high resolution images (minimum 300 DPI).

Uploaded these files via the AD Portal. The direct link is: https://direct2amexpub.sendmyad.com. (see page 23)

Redesign Process

- Client delivers all ad materials to American Express Publishing via the AD Portal.
- Client will receive JPEG files of the redesigned print ad via email.
- Client will email an approval or request changes. If changes are required, a revised round of JPEG files will be sent back to the advertiser for approval.
- Upon client approval of JPEG files, American Express Publishing will send the redesigned iPad ads (JPEGS) to the client by email.

ENHANCED FOR TABLET AD SPECS & GUIDELINES

Enhanced For Tablet (EFT): These are interactive ads that are designed to fit the iOS and Android devices. Ads can take advantage of multi-media app functionality to play content such as image slide-shows, video, audio, and/or web-enabled links through hotspot buttons and/or web-elements.

FILE/CREATIVE SUBMISSION

- Materials should be submitted to American Express Publishing via the AD Portal (see page 23).
- Storyboards should be submitted at least one week prior to submission of final assets (see page 23).
- Materials received on due dates or prior may view an ad simulation for final approval via an Adobe Connect session for iOS ads only. Screenshots will be provided for Android ads.

EFT AD SPECIFICATIONS

- Advertising placement consists of:
  - • one Portrait (vertical) page for the iOS platform AND
  - • one Portrait page for the Android platform.
- The placement should be delivered as InDesign documents, which can consist of a base page plus 2 additional hotspot layers.
- Each hotspot layer can contain an interactive element (slideshows, video, in-app browser, audio).
  - o ONE interactive element per page or hotspot. **LIMIT** of 3 interactive elements for the entire placement.
  - o Slideshows can include up to 10 images per ad placement.
  - o The slideshows must be photos, not additional advertising pages. Each individual image should be supplied as a 300 dpi, jpg image.
  - o Slideshow photos cannot contain additional hotspot layers, URLs or additional interactive layers.
  - o All video will be streamed, therefore unable to be downloaded locally. Combined run time for all videos should not exceed 120 seconds in length. Please check with AMEX Production for recommended file size.
  - o **Please Note: Videos cannot be updated once published.**
- While in-app content from your website can be viewed on a page, links that close the app and go directly to Safari will not be accepted.
- Advertiser logo must appear on base page of each placement.
- Regarding URLs, you may have up to two additional web elements.

CREATIVE SUBMISSION
- Storyboards must be submitted prior to production
- Materials received on Ad Close or prior will be available for Adobe Connect session for iOS ads. Screenshots will be provided for Android ads.
- Materials need to be delivered as an InDesign Package via the ad portal (see page 23).

ENHANCED FOR TABLET AD SPECS & GUIDELINES

Page Dimensions (iOS - iPad 1, 2, Retina 3, 4, iPad Mini)

Measurements are width x height.
Portrait: 418.909 pt. x 558.545 pt.

Safety Areas (iOS)

Tappable elements (i.e. to trigger hotspots, to view video, etc.) must be within the safety areas of the layout. Design tappable elements away from the following areas:

- Minimum of 45 px away from left and right edges of layout.
- Minimum of 45 px from bottom of layout.

Page Dimensions (Android - Kindle Fire, Kindle Fire HD7, Kindle Fire HD8.9)

Measurements are width x height.
Portrait: 340.158 pt. x 544.252 pt.

Safety Areas (Android)

Tappable elements (i.e. to trigger hotspots, to view video, etc.) and critical imagery or text must be within the safety areas of the layout. Design tappable elements away from the following areas:

- Minimum of 62 px away from left and right edges of layout.
- Minimum of 45 px from bottom of layout.

Slideshows

- Photo slideshows can be put on any page.
- All images must be the same size. Total number of images is 10.
- Format is JPEG. Resolution 300 DPI. sRGB color space.
- Files must be named according to order of slideshow. (i.e. Slide 1, Slide 2, Slide 3, etc.)
- There are a few options available for the slideshow:
    - Slide show may play automatically or be activated by a user tap or swipe. The advertiser will need to include user prompts on the ad (for example: *Swipe for next image*).
    - Transition between images may a Slide transition (images slide right to left) or Fade (images may fade in and out).
    - If the transition is Fade, the default duration for each image is 3 seconds. Advertisers may request an alternate duration.

ENHANCED FOR TABLET AD SPECS & GUIDELINES

Video & Audio specs

- All video will be streamed. In the initial view of the video, it should have an image and not a blank frame.
- Video frame must be positioned a minimum of 45 points from the right and left margins and 45 points from bottom for iOS ads; 62 points from left and right and 45 points from bottom for Android devices.
- Combined run time for videos is 120 seconds at maximum. Recommended file size should not exceed 8Mb/minute.
- Audio combined size should be 3 MB at maximum.
- Auto-play video without sound can be embedded. Max file size is 1MB and max run time is 30 seconds.
- There is no support for Adobe Flash Video on the iPad.

Video & Audio formats

- Video File Format: .MP4
- Video Format: H.264; Frame Rate: 29.97 fps; Standard size: 480x360 pixels (4x3, no letterboxing), If you prefer to avoid black bars (top/bottom) when video is launched to full size, aspect ratio must be 4x3.
- Variable Bit Rate: Target Bit Rate: .6 mbps (600kbits); Maximum Bit Rate: .8 mbps (800kbits) Audio: AAC, 32 kbps, 22 kHz, Mono (sound level normalized to -6dBDS)

ENHANCED FOR TABLET AD SPECS & GUIDELINES

Kindle Fire Video Display

Please note that all videos currently play within the Kindle video interface, as demonstrated below.
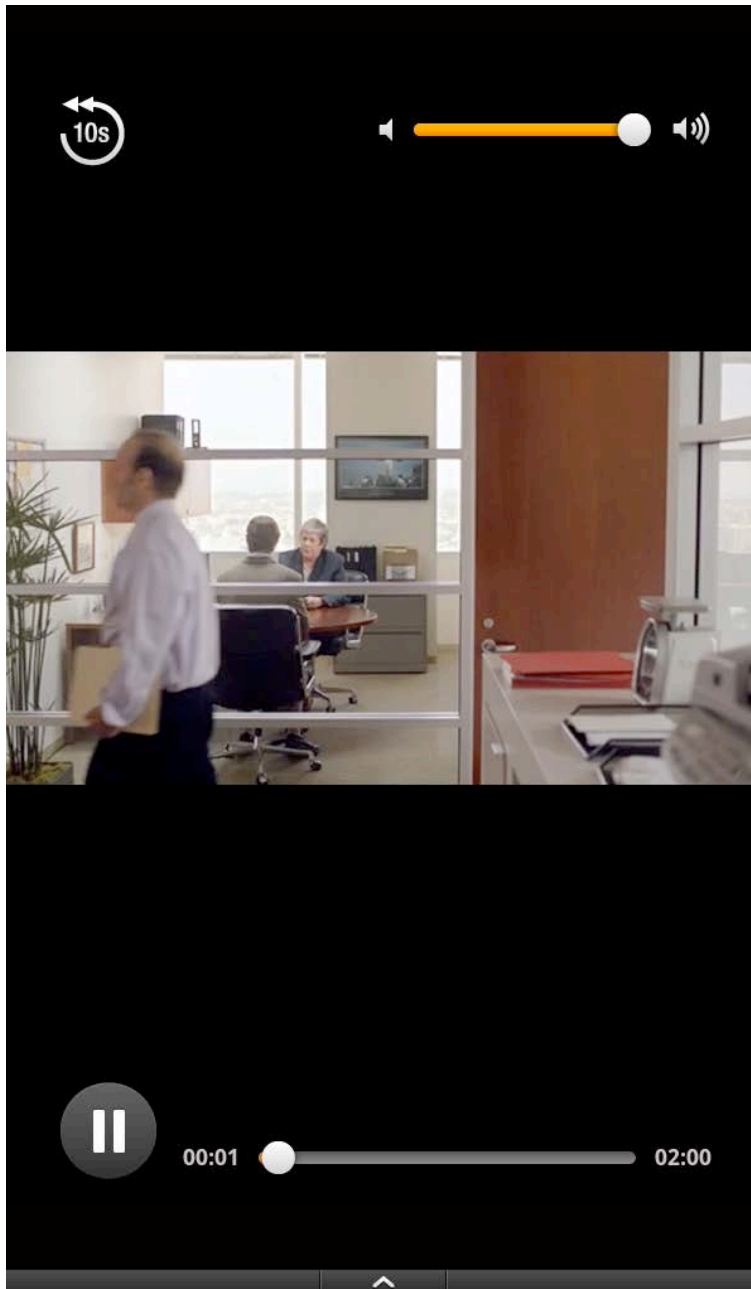
ENHANCED FOR TABLET AD SPECS & GUIDELINES

Web-Elements

- Web content is the legal responsibility of the advertiser.
- Compatibility of web content with device operating system is the responsibility of the advertiser
- Content is available only when user is online.
- Web elements can be designed on either the base page or any hotspot layer. Web content should be designed 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.
- There should be a clear call-to-action for web-element URLs. (i.e. Tap Here to visit our website).
- Sites should be HTML-based. Flash sites will not work on the iOs and Android devices.

Format and Deliverables

Submit a .ZIP compressed folder via American Express Ad Portal. Direct link is:

www.direct2amexpub.sendmyad.com

Compressed folder should contain:

- Adobe InDesign CS5 layouts with design of pages embedded in document.
- Flattened JPEGs exported from InDesign: Export resolution 300 DPI for iOS and Android devices.
- JPEG export quality should be set as "Maximum."
- Slideshow images at 300 DPI resolution.
- Video files: .MP4 file format videos.
- Audio files: Format .MP3.

Note: In addition to uploading the Zip file, you will need to upload a preview JPG for the Vertical orientation. A Horizontal preview is not required.

AMERICAN EXPRESS PUBLISHING – DIGITAL AD PORTAL

INTRODUCTION

American Express Publishing has an electronic file transmission system for the delivery of advertisement files to its publications. This innovative system of file delivery, offers a number of convenient features for a faster and more efficient process of submitting an advertisement to American Express Publishing publications.

Using the Internet, advertisers with broadband connectivity are able to deliver a file to American Express Publishing within a matter of minutes, directly from their own desktops.

The Ad Portal offered substantial time and cost savings to the advertising community.

Section 1. Registration
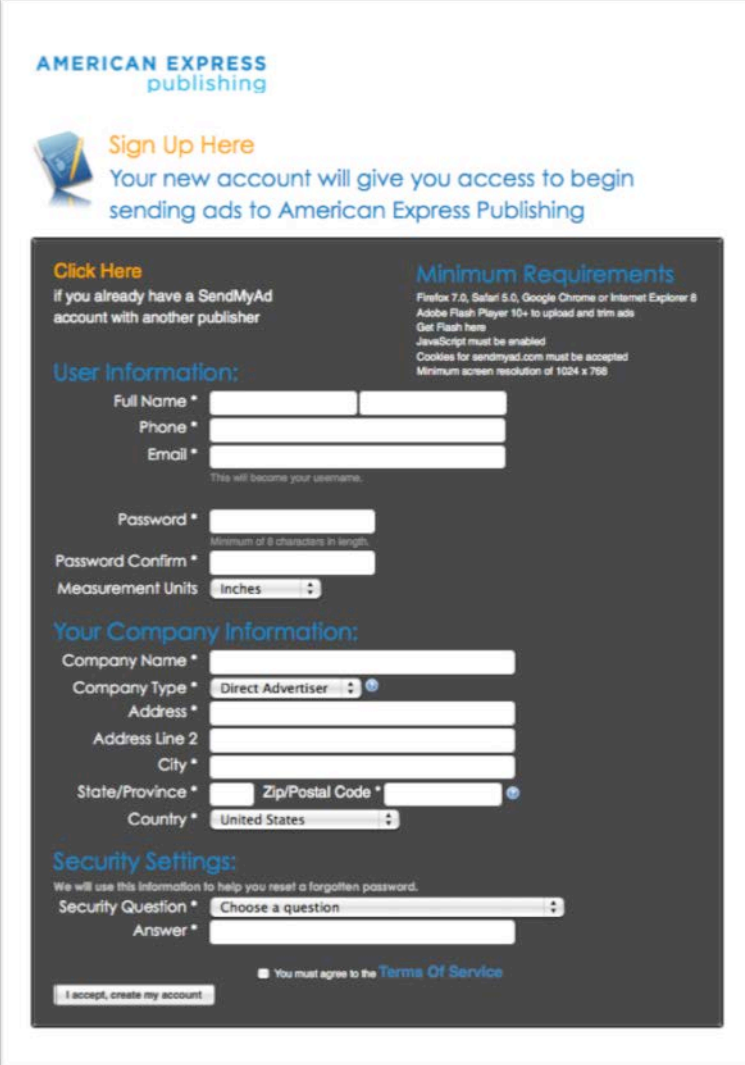
Before you use the Ad portal you need to register with the system. This is to gather your user name, password and contact information. To register simply go to direct2amexpub.sendmyad.com and click on the "Click Here" link under the text "First Time User"? Once you click it you will see the registration screen. (Image on Next Page.

Click here to begin

• Once you have filled out all the information click the **I accept, create my account** button at the bottom.

• After you click the button you will automatically be logged in.

Section 2. Sending an Ad

Once logged in you will see a welcome message that gives you a few options to start with. To send an ad, click the button next to Send an Ad. If you want to never see this message again you can click the Don't show this again check box at the bottom.
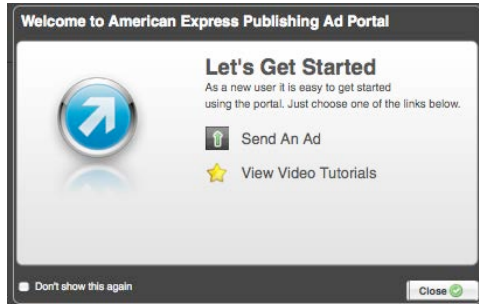
You will now fill out a Job ticket to give us some information about the ad. Please be accurate to avoid miscommunication.

1. First you will be prompted for what type of ad you are uploading. Choose the correct Digital Unit either **Enhanced for Tablet Ad** or **Designed for Tablet Ad** option.
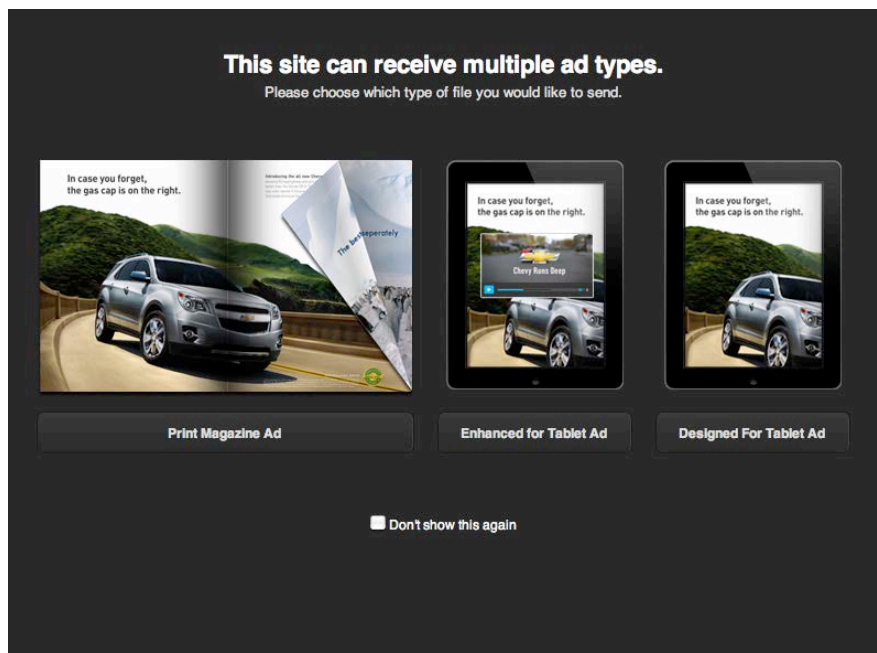
Please ignore the print ad option from the drop-down menu.

3. Fill out the ad information.

You can also choose multiple issue dates. Simply select the first one from the Issues pull down. Then select another issue date from the Issues pull down.

4. Verify that the contact information is correct. By default the information will be what you used when you registered with the system.

To change the contact click the **Change Contact** button. You will then be presented with a pull down menu. This list will be everyone who has registered from your company. If you don't seethe correct persons name, choose **Add New Contact** you can then fill in a name, e-mail and phone number. Click the "confirm this contact information" check box to continue.

5. **Drag a .JPG image** into each device or **choose an image** to upload. For EFT, note in addition to uploading the Zip file you created you will need to upload a preview Jpeg for the Vertical orientation. A Horizontal preview is not required.

Once the jpegs have been successfully preflighted, you will see a green check mark **image accepted** status. See below.

You will then be able to preview and approve the uploaded ad separately for iPad and Kindle Fire. The iPad preview will appear first as demonstrated below; the Kindle Fire is viewable once you click on the second thumbnail located on the bottom of the screen.

Tablet Specs and Guidelines

After reviewing the uploaded ad, and all content and positioning are correct. You can then click on the **Approve Ad** green thumbs up button located on the right side of the screen.
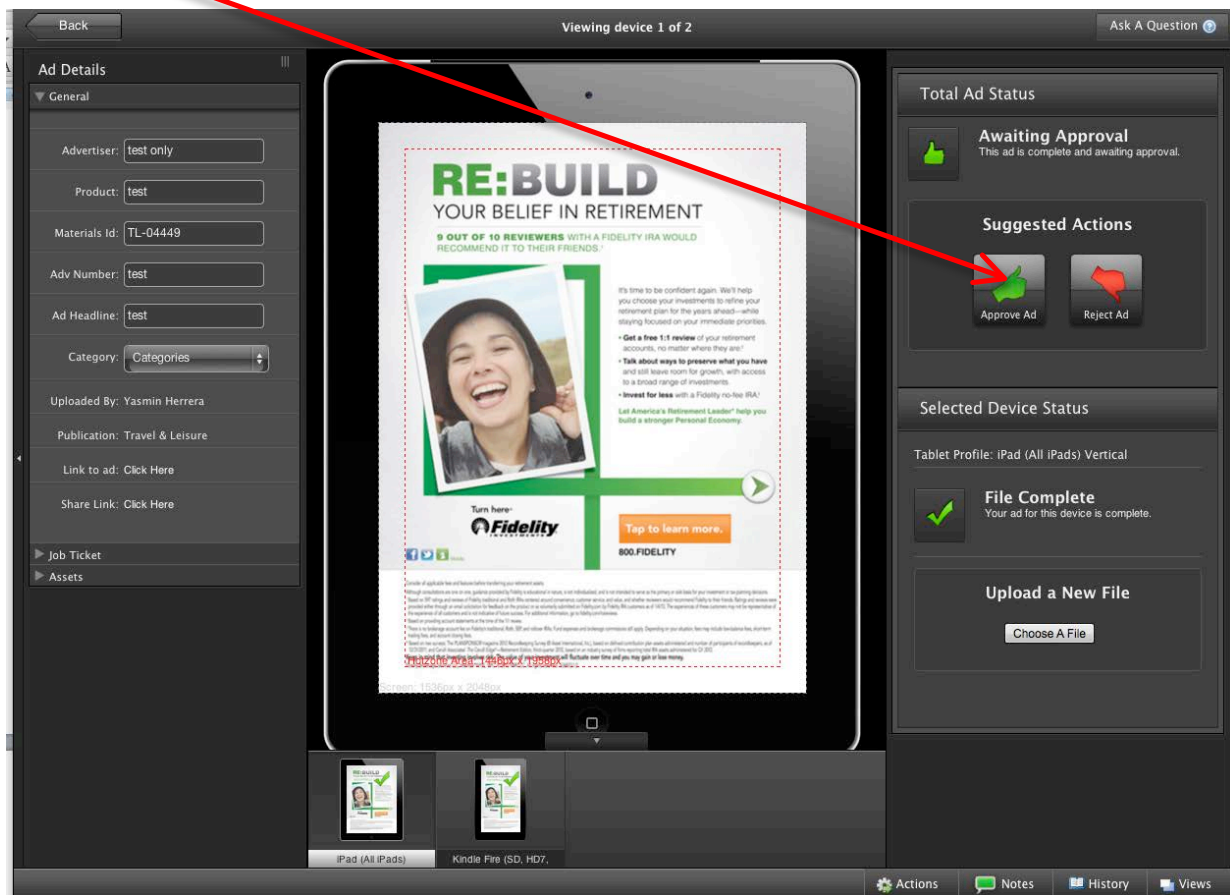
At the end of this, you have successfully completed uploading your digital ad to American Express Publishing. We will be automatically notified via e-mail of a successful upload.

The steps below are extra features, which we encourage you to explore.

Section 3. Manage Ads

At any time you can see what ads have been uploaded and what stage they are in.

To manage ads simply log into your Direct2Time account by going to **direct2amexpub.sendmyad.com** with your user name and password. Or if you are already logged in and viewing an ad click the "Back" button (see Section 3).

On the left hand side of the screen you will see some available options.
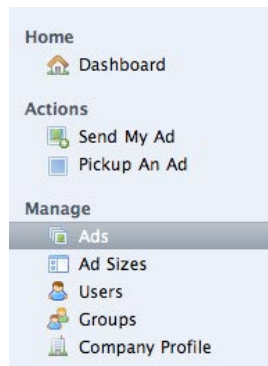
Dashboard This will take you to a screen that will show you some options of things you can do like send an ad or a revise.

Send My Ad This will start the sending process of a new ad

Pickup an Ad this will allow you to send an ad that is already complete to another American Express Publishing title.

Ads This will allow you to browse all of your ads that you have uploaded.

Ad sizes This is a list of available ad specs for the American Express Publishing titles.

Users/Groups/Company Profile These are advanced features if you want someone in your organization to modify access right to people in your organization.

To see all your ads simply click the Ads option under Manage. You will be brought to a Thumbnail view of every ad that you have uploaded. If you want to see a list view click the List view button.

In both views you can see information about the ads. If you click on any ad it will open it so you can view it. In the list view you can sort any of the columns by clicking the column header.

By default you are going see every ad for every publication. If you want, you can filter the list by publications by selecting the all publications pull down. Furthermore you can filter even more by selecting the **All Issues** pull down.
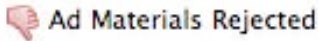
Also every ad has a **Stage** assigned to it. This refers to where it is in the process.

Ad Completed

- This indicates that everything is done and the publication has been notified.

Ad Materials Rejected

- This indicates there is a problem with the ad. Either because it failed preflight or the ad needs to be re-positioned. Click on the ad to view the preflight report.

Advertiser Approval
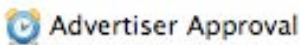
- This indicates that the file has not been approved yet. The publication HAS NOT been notified until the ad is approved. Further action is required for these ads. Click on the ad to view the preflight report and re-reposition the ad if necessary. Once you are satisfied with the positioning and the preflight warnings click the **APPROVE AD BUTTON**.

TRAVEL+LEISURE

Tablet Specs and Guidelines

Production Information and Deadlines

- Clear material instructions must be included in the Ad Portal job ticket. If any information changes after the materials are uploaded, an e-mail must be sent to Roger Dapiran (roger.h.dapiran@aexp.com) and Yasmin Herrera (yasmin.m.herrera@aexp.com) identifying what is changing and if/when new materials should be expected.
- For pickup materials from a previous issue, please send an e-mail to the entire Ad Production team clearly identifying the appropriate materials for pickup.
- We encourage our partners to submit a test file for all ad placements to us prior to the creative due date noted below. It is necessary to check that all placements are correct and in order.

Following are the must-meet deadlines.

ISSUE	ORDER CLOSING	MATERIALS DUE *	TABLET RELEASE DATES
January 2014	October 28th	October 28th	December 13th
February 2014	November 25th	November 25th	January 10th
March 2014	December 19th	December 19th	February 7th
April 2014	January 28th	January 28th	March 14th
May 2014	February 26th	February 26th	April 11th
June 2014	March 31st	March 31st	May 16th
July 2014	April 30th	April 30th	June 13th
August 2014	May 27th	May 27th	July 11th
September 2014	June 30th	June 30th	August 15th
October 2014	July 30th	July 30th	September 12th
November 2014	August 25th	August 25th	October 10th
December 2014	September 26th	September 26th	November 14th

* Materials due (for all devices) include: DFT (Designed for Tablet), EFT (Enhanced for Tablet), Digital-Only and HTML5

AD MATERIAL EXTENSIONS

- Complete ad files are due on the **Materials Due** date. Any extension of this date must be requested (by email) from and approved by Roger Dapiran and Yasmin Herrera.
- **PLEASE SEND .ZIP PACKAGE (INCLUDING WIREFRAMES or STORY BOARDS)**
   TO THE AMERICAN EXPRESS PUBLISHING AD PORTAL: https://direct2amexpub.sendmyad.com

Production Contacts:
Roger Dapiran	212.382.5752	Roger.Dapiran@TimeInc.com
Yasmin Herrera	212.827.6459	Yasmin.Herrera@TimeInc.com