cigar aficionado

production specifications

PRINTING

Web Offset (SWOP)

Binding: Perfect Bound

Publication Trim Size: 9.75" x 11.875"

DIGITAL FILE SPECIFICATIONS

PDF/X-1a

- PDF/X1a file (Only one ad per file)
- Images must be CMYK or Grayscale TIFF or EPS prepared for the SWOP3 color environment
- Total Area Coverage for CMYK color builds should not exceed 300%

DELIVERY OF AD MATERIAL

Digital files uploaded to our ad portal
http://mshanken.SendMyAd.com
(uploading tutorial available on site)

Advertising material will be retained for one year, unless return is specifically requested. M. Shanken Communications is not responsible for keeping material beyond one year.

FOR FURTHER INFORMATION

Go to mshanken.com, or contact:

Jennifer Arcella
jarcella@mshanken.com
TEL: 212-684-5147

ADVERTISING SIZE SPECIFICATIONS

	WIDTH	DEPTH
Publication Trim Size	9.75"	11.875"
Full Page Safety	9.25"	11.375"
Full Page Bleed	10"	12.125"
Full Page Non-Bleed	8.125"	10.5"
Spread Trim Size	19.5"	11.875"
Spread Safety	19"	11.375"
Spread Bleed	19.75"	12.125"
Spread Non-Bleed	16.25"	10.5"
2/3 Page Vertical Bleed	7"	12.125"
2/3 Page Vertical Non-Bleed	6"	10.5"
1/2 Page Spread Bleed	19.75"	6"
1/2 Page Vertical Bleed	4.875"	12.125"
1/2 Vertical Non-Bleed	4"	10.5"
1/2 Page Horizontal Bleed	10"	6"
1/2 Page Horizontal Non-Bleed	8.125"	5"
1/3 Page Vertical Non-Bleed	3.625"	10.5"
1/3 Page Vertical Bleed	3.75"	12.125"

cigar aficionado.com

2019 CIGAR AFICIONADO ONLINE PRODUCTION SPECS

Cigar Aficionado.com Banner Ads

Placement Type	Platform	Dimensions	Format	Max Image Size	Animation Requirements
Billboard Banner	Desktop	1320x330	JPG, GIF, HTML5*	150kb	If animated, must endlessly loop
Billboard Banner	Mobile	450x450	JPG, GIF, HTML5*	150kb	If animated, must endlessly loop
Portrait Banner	Desktop	450x900	JPG, GIF, HTML5*	150kb	If animated, must endlessly loop
Square Banner	Desktop	450x450	JPG, GIF, HTML5*	150kb	If animated, must endlessly loop
Leaderboard Banner	Desktop	1200x150	JPG, GIF, HTML5*	150kb	If animated, must endlessly loop
Leaderboard Banner	Mobile	450x450	JPG, GIF, HTML5*	150kb	If animated, must endlessly loop

*All HTML5 units should be responsive. Therefore, to ensure proper display, please set all units to 100% rather than fixed width and height.

Cigar Watch E-Newsletter Sponsorship

Placement Type	Platform	Dimensions / Text	Format	Max Image Size	Animation Requirements
Premium Placement (1st position)	Mobile, Desktop	*300x50px JPG or GIF image (top tile) *540x304px JPG image (sponsored content image) *Short photo caption (about 10 words max) *50 words of text* URL(s) *Suggested Tweet (up to 118 characters, plus shortened URL)	JPG, GIF	150kb	If animated, must endlessly loop
Run of Site Placement (2nd position)	Mobile, Desktop	*540x304px JPG image (sponsored content image) *Short photo caption (about 10 words max) *50 words of text *URL(s) *Suggested Tweet (up to 118 characters, plus shortened URL)	JPG, GIF	150kb	If animated, must endlessly loop

Technical Ad Specs

- Format: We accept GIF, JPG, HTML, IFrame, Javascript, and all other pre-approved, DFP-compatible Rich Media files. All ads must have a border.
- Linking URL: Each creative must be accompanied by a click-through URL.
- Due Dates: All creative(s) must be delivered a minimum of 7-10 business days prior to launch.
- All ads must have a border.

Rich Media Ad Specs

- All Rich Media files require a default .gif or .jpeg with a max file size of 100kb.
- Sound is permitted but must be user initiated.
- Please contact us for additional Rich Media-specific requirements.

Digital Production Contact: Hilary Chalson • 212-684-4224 ext. 553 • hchalson@mshanken.com