

CREATING DIGITAL ADS FOR EGM MEDIA PUBLICATIONS

The best way to produce digital ads for our publications is to create them using our provided templates. We provide both Photoshop and InDesign templates.

CREATING DIGITAL ADS IN PHOTOSHOP OR INDESIGN

MEASUREMENTS:

2048 x 1536 in PIXELS for landscape
1536 x 2048 in PIXELS for portrait

- We need a portrait and landscape version for each ad.
- Any files placed inside the InDesign template need to be 72 DPI or your final ad will look pixelated on the iPad's retina screen. It is OK to place images that are higher than 72 DPI inside our InDesign template.

FILE TYPES:

You may send us a PDF, Photoshop Layered File, JPEG or collected for output InDesign file.

- If you send us a collected set of InDesign files, make sure to compress the font folder. Sometimes the fonts do not survive the journey across FTP if they are not compressed.

NO FLASH!!

Do not link to flash websites as these will not display correctly on the iPad. Please test all of your URLs on an iPad to ensure they work properly before submitting them to us.

MOVIES:

Movies should be supplied at 1080P or 720P mp4 files.

- Movies can go anywhere on the page but the need to be 80 pixels from the ad border. Edges of the page activate special iPad functions and placing movies there can interfere with playing the movie properly.
- Movies do not have to play on the page. You may include a button that when touched activates the movie over the ad with a dark semi-transparent background.
- If you include a video please make sure that the "hole" you leave for it, if it plays on the page, is the correct size and aspect ratio. Otherwise the video will look squashed, stretched or otherwise distorted.

FONT SIZE TIPS:

Using our templates "body type" fonts should be about 22 to 26 point. 15 point is the equal of "legal text" in print.

- A good rule of thumb when selecting legible fonts sizes is to multiply a traditional "print" size font size by 3 to get our digital template equivalent.
- If in doubt about the legibility of your ad, look at the file on an iPad and see if you like the results.

OTHER TIPS:

- We need a list of URLs and basic instructions, for linking to external web sites and desired social media.
- It's good to tell readers what to do on the page with an icon or call to action. For example, touch here to visit our web page or touch here to watch the trailer.

CREATING PRINT ADS

MEASUREMENTS:

Single Page: 7.875" WIDE by 10.5" TALL
Double Page: 15.75" WIDE by 10.5" TALL
Bleed: .125"
Live area: .25" in from the page edge

If you place legal text or logos closer to .25" from the edge of the page measurement they may get cut off during printing and binding.

FILE TYPES:

We prefer a press-resolution PDF/X-1a:2001file.

You may send collected InDesign files but please compress the font folder.