

Components and Details



Cover Ads

Cover ad positions must be reserved and paid for 6 months in advance (example: cover ads for the July issue, must be reserved and paid for by the end of the preceding December). Cover ad positions are available only in full-year blocks. No discounts apply.

Required Format Guidelines

(Digital Submissions Preferred)

- **Required File Formats for display ads:** .pdf or .tif or .jpg
(MS Word and Publisher are not acceptable.)
- **Required File Resolution:** 300 dpi and correct size at 100% based on space purchased (higher resolution will not improve image quality).
- Display ads must be in CMYK (4-color) format—if sending .pdf, make sure file is CMYK before saving as .pdf.
- Text font must be converted to outlines or embedded.

Web Buttons and Web Banners:

- **Required File Formats for web banners and web buttons:** Ads must be submitted in digital format (.jpg or .gif or .png) with a maximum file size of 15K at 72 dpi. (No flash banners will be accepted.)

HTML E-Blast:

- Speak with your sales representative for more information.

Multimedia Submissions:

| | |
|--------------------------|--|
| Location | Select page number, request preferred position |
| Size | 100 MB |
| Video Formats | .avi; .dv & .dvcPro; .flv; .f4v (h264); .mpeg1 & .mpeg2; .mpeg4/.mp4; .mov; .wmv; .3gp (mobile phones) |
| Audio Formats | .mp3; .wav |
| Features | Play is on demand |
| Good use | To engage readers, demonstrate product |
| Framed Video | This display features a video box with a still image and play button |
| Box Video | The display features only a play button |
| Size & Length | Maximum length 2 minutes |
| File Formats | AVI (Indeo, Cinepak, Motion, JPEG, MPEG) DV and DVC Pro FLV (VPG and Sorenson Spark) MOV (Sorenson Video 3, H263, H264, animation) MPEG1 and MPEG2 MPEG4 (33ivx, DivX, Xvid, H264) WMV, (WMV, WMV@, MSMPEG, VC-1) 3GP (mobile phones) |
| Design | Dimensions: iPad has an aspect ratio of 4:3 Resolution: 1024 x 768 Initial Image: will be whatever appears at 0 seconds Play arrow: Technology provider will add Close button: Technology provider will add Position: The web reader version will play in the same position as in the app |
| Important | Video will be streamed live. Please note: <ul style="list-style-type: none"> • Videos for issues with apps cannot have hot links • The iPhone and iPad do not support Flash • Videos will not be available for offline viewing |

Advertisement Submission

Ads may be submitted via FTP, email (preferred), or postal mail (on disk).

Submission by FTP

<http://media.tosmag.com/up/>

(Ask your sales representative for login information.)

Hard copy submission must be clean and on opaque paper (coated paper, card stock, or laser paper, not copy paper). Advertisement must be sized correctly (100%).

Mobile Banner Ads

Small

Location iPhone: Home screen, RSS articles, Search results, Magazine article text, Bookmarks
iPad: RSS articles, Search results, Magazine Article text, Bookmarks, Table of Contents

Size 320w x 50h pixels

File Format PNG

Medium

Location iPad Portrait Mode: Bottom of Issues screen, live feeds, (RSS) listing

Size 728w x 90h pixels

File Format PNG

Large

Location iPad Landscape Mode: Bottom of Issues screen, live feeds (RSS) listing

Size 960w x 90h pixels

File Format PNG

Color Matching

Due to the variations in file formats and printing processes, TOS cannot guarantee perfect color matching of advertisements. Submission of advertising materials for potential publication constitutes a waiver of all claims relating to color matching and other minor errors in printing and formatting quality.

Copyrights

All artwork, text, and other components must be the legal property of the submitting advertiser. Copyrighted material or material belonging to a third party may be used only with the written permission of the owner or copyright holder, a copy of which must be furnished to TOS along with the artwork or advertisement. TOS will not attempt to obtain permission for use of protected works and bears no liability for copyright infringement or other illegal conduct by advertisers or contributors.

IMPORTANT NOTE: Advertisements that do not conform to TOS file guidelines will incur additional fees for necessary conversion, alterations, and editing. Please contact TOS in advance with questions concerning the file specifications and/or requirements.

TOS reserves the right, but has no obligation, to accept additional file types on a case-by-case basis. Advertisers should contact TOS for verification and instructions before sending files of any type other than the acceptable file formats listed above. Conversion charges will be assessed for any advertisement submitted in an alternative format or otherwise requiring conversion to TOS standard formats.



Full (bleed)
8.675" w x 11.125" h
2594 x 3330 pixels
(All text should be .4" off the edge)
Full (no bleed) 7.5" w x 10" h
2250 x 3000 pixels



1/2 Horizontal
7.5" w x 4.867" h
2250 x 1460 pixels



1/2 Vertical
4.9" w x 7.5" h • 1470 x 2250 pixels



1/3 Horizontal
7.5" w x 3.2" h • 2250 x 960 pixels



1/3 Vertical
2.33" w x 10" h • 700 x 3000 pixels



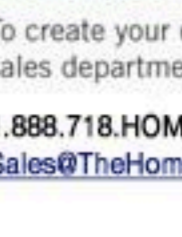
1/3 Square
4.9" x 4.91" • 1470 x 1470 pixels



1/4 Horizontal
7.5" w x 2.33" h • 2250 x 700 pixels



1/4 Vertical
2.33" w x 7.5" h • 700 x 2250 pixels



1/4 Square
4.91" w x 3.5" h • 1470 x 1050 pixels



1/6 Plus Horizontal
7.5" w x 1.75" h • 2250 x 525 pixels

1/6 Horizontal
4.91" w x 2.33" h • 1470 x 700 pixels

1/6 Vertical
2.33" w x 4.91" h • 700 x 1470 pixels

1/8 Horizontal
4.91" w x 2" h • 1470 x 600 pixels

1/8 Vertical
2.33" w x 4" h • 700 x 1200 pixels

1/12 Square
2.33" w x 2.33" h • 700 x 700 pixels

Display ad required format: CMYK — 300 dpi high resolution, .pdf or .tif or .jpg (MS Word and Publisher ARE NOT acceptable [.doc or .pub] formats.) Please DO NOT add cropmarks to any ads.

Ad Due Dates

Speak with your sales representative to learn these dates.

Advertisement Inquiries

To create your custom ad package, contact our advertising sales department. Ask about our current promotions.

1.888.718.HOME; press 2 for Sales
Sales@TheHomeschoolMagazine.com