

The Old Schoolhouse

The Magazine for Homeschool Families

Specifications for Mobile App Banners & Module Advertising for interactive digital magazine

Submit your ad in each size below, all three, in order to have representation on various devices with each App.

- The App will select an ad to display at random, not contextually, when viewing a screen where the ad is present.
- Ads appear on all available issues, they are not linked to a specific issue.

Small Location:

- Smart Phone (iPhone, iPod Touch, Android): Home screen, RSS articles, Search results, Magazine article text, Bookmarks
- Tablet Device: RSS articles, Search results, Magazine Article text, Bookmarks, Table of Contents

Size: 320w x 50h pixels

File Format: PNG

Medium Location:

- Tablet Device Portrait Mode: Bottom of Issues screen, live feeds, (RSS) listing

Size: 728w x 90h pixels

File Format: PNG

Large Location:

- Tablet Device Landscape Mode: Bottom of Issues screen, live feeds, (RSS) listing

Size: 960w x 90h pixels

File Format: PNG

Submission Guidelines

NO FLASH BANNERS ACCEPTED

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.)

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

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