

2012

the **NEWS**

DIGITAL EDITIONS

Interactive, Engaging and a Great Way to Reach Customers!



Combine the look of a print edition with the interactivity of the web! Digital editions are an exact replica of the print issue but with added digital interactivity such as clickable web links, ad view tracking, and — of course, access to view on a laptop or PC.

Digital editions are sent via email to 15,000+ industry professionals and posted to The NEWS' website for one year. With a variety of sponsorship and interactive options, you can give your company prominent placement in the digital edition or even add animation, video, or audio to your ad.

AD SPECS & FILE REQUIREMENTS

AD TYPE	FILE TYPE(S)	AD SIZE	FILE SIZE	COLORS	RESOLUTION
Full-Page Ad	.pdf	10 7/8" x 14 3/4"		cmyk	200 dpi or higher
Toolbar Logo	.png, .gif, .jpg	100 x 35 px	40k	256	72 dpi
Loading Page Logo	.png, .gif, .jpg	265 x 65 px	40k	256	72 dpi
E-mail Banner	.gif, .jpg	400 x 100 px	40k	256	72 dpi
Videos	.flv video format/mp3 audio format	Please consult your Production Manager for information and specs on video size and on embedding a video in an advertisement.			
Rich Media	Flash 6 (.swf & .fla)	Please consult your Production Manager for further specifications.			

SPONSORSHIP

Advertiser Cost: \$1,450 per edition**Non-Advertiser Cost: \$1,595 per edition**

- Banner ad included in email delivery notification
- Full-page sponsor ad opposite the front cover
- Logo on the loading page and in the toolbar

AUDIO/VIDEO

Advertiser Cost: \$475 per edition**Non-Advertiser Cost: \$525 per edition**

DIGITAL AD ENHANCEMENTS

- Blow-in Ads
- Belly Bands
- Flash Animation
- Gatefold Ads
- Business Reply Card
- Audio/Video
- Call Back Cards
- And Much More!

Contact a sales rep for more information.

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