

SLACK DIGITAL EDITION AD SPECIFICATIONS

AD SPECIFICATIONS

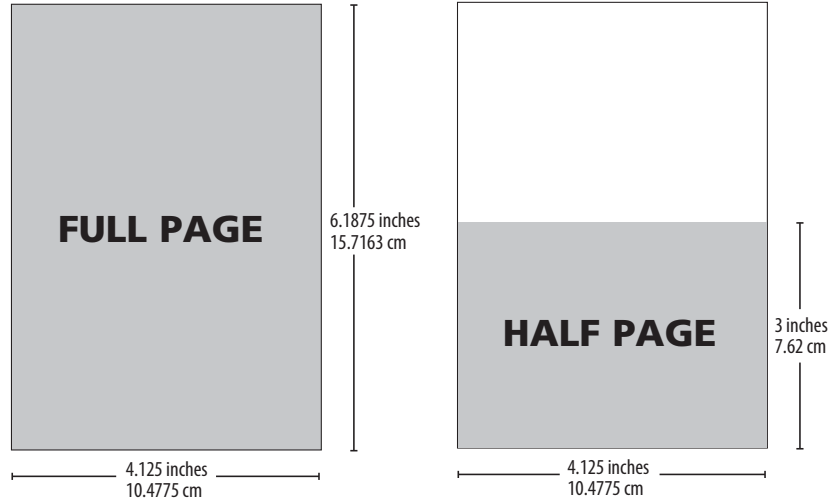
Ad sizes:	Inches		Centimeters	
	Width	Height	Width	Height
Full Page	4.125" x	6.1875"	10.4775 cm x	15.7163 cm
Half Page Horizontal	4.125" x	3"	10.4775 cm x	7.62 cm

Trim size of publication: 4.125" x 6.1875"
(10.4775 cm x 15.7163 cm)

File format: High resolution PDF/X-1A (300 dpi)

Links: Please supply all urls you want linked in the ad.

Disposition of Ad Material: Ad materials will be held for one year from date of last insertion and then destroyed unless instructed otherwise in writing.



VIDEO SPECIFICATIONS

Video format excepted: mp4, mpg, mpeg, mov, ogv, ogg, wmv, avi, flv

All video formats will be converted to a FLV video file. FLV to MP4 file for view on mobile devices that do not support FLASH. (50mb max size)

AUDIO SPECIFICATIONS

File format: .mp3 only (50mb max size)

ANIMATED AD SPECIFICATIONS

Advertisers **MUST** supply a static placeholder file in addition to an animated file.

Ad sizes:	Animated File Dimensions		Placeholder Ad Size	
	Width	Height	Width	Height
Full Page	594 px x	891 px	4.125" x	6.1875"
Half Page Horizontal	594 px x	432 px	4.125" x	3"

File format: .flv, .swf or .Mp4 (50mb max size)

ActionScript 3.0 only.

NOTE: SWFs and FLVs are viewable on Desktop platform but not all mobile devices.

Placeholder format: High resolution PDF/X-1A (300 dpi)

Links: Please supply all urls you want linked in the ad.

Disposition of Ad Material: file will be held for one year from date of last insertion and then deleted unless instructed otherwise in writing.

