2022 PRINT ADVERTISING SPECIFICATIONS

AD SIZES:	Width x Height in Inches	Picas/Points
Full Page (Non-bleed)	9.66 x 13.05	58p x 78p4
Full Page (Full bleed, includes 1/4" bleed, 1/4" safety)	10.875 x 14.25	65p3 x 85p6
Island / Junior	6.76 x 9.39	40p7 x 56p4
1/3 Horizontal	9.125 x 4.19	54p9 x 25p2
1/3 Vertical	2.91 x 11.83	17p6 x 71p
1/2 Horizontal	9.125 x 6.25	54p9 x 37p6
1/2 Vertical	4.47 x 11.83	26p10 x 71p
1/4 Square	4.45 x 6.25	26p9 x 37p6
1/4 Horizontal	9.125 x 3.02	54p9 x 18p2
1/4 Vertical	2.125 x 11.83	12p9 x 71p
1/8 Square	4.36 x 2.94	26p2 x 17p8
1/8 Horizontal	9.125 x 1.58	54p9 x 9p6
Front-page Strip Ad	*Live Area:* 6 x 1.875	36p0 x 11p3
	Bleed (bottom and right ONLY): 6.25 x 2.125	37p6 x 12p9
2-Page Spread (Non-bleed)	20.25 x 13.05	121p6 x 78p4
2-Page Spread (Full bleed, includes 1/4" bleed, 1/4" safety)	21.5 x 14.25	129p x 85p6

- **Ad space closes three Fridays** prior to issue date.
- **Ad materials and proof are due** the Tuesday (5:00 p.m. ET) after closing date.

Street & Smith's Sports Business Journal is printed using state-of-the-art Mac-based computer to plate technology. To print properly, all ads must be produced using the required specifications for digital ads as indicated right. Please pay special attention to desktop element formats for critical format, font, and image information. There may be additional charges for ads that do not adhere to these specifications.

DIGITAL SPECIFICATIONS

ACCEPTED MEDIA: Mac format, (Convert all PC files to Mac). Please supply color proof for all ads where color matching is critical.

ACCEPTED PROGRAMS: Mac format. Adobe InDesign, PhotoShop, Illustrator,. PDF files must be CMYK, 300 dpi, with fonts embedded and require a color proof. (All files will be placed in Adobe InDesign for final layout.)

GRAPHIC ELEMENT FORMATS:

- Must include ALL images, logos, fonts, etc. All color must be CMYK. Fonts converted to paths preferred.

- For large black type/elements/areas, please make 99% black or 4C black — NOT 100% black — if you don't want them to overprint or appear transparent.

- For white elements or logos to RIP/print properly, make sure they are NOT set to overprint.

- FONTS: Convert to outlines when possible. Otherwise, PostScript Type 1 or OpenType only. Supply screen and printer files for each PostScript font. No menu-styled bold or italic type accepted. Please use and supply actual bold/italic fonts.

- IMAGES/SCANS: TIFF, EPS, JPEG. All images must be CMYK, 300 DPI.

- RESOLUTION: 300 DPI effective resolution. Scale all images/logos at 100%.

MECHANICAL REQUIREMENTS

TRIM SIZE:	10-5/8" x 14"
BLEED:	Min. 1/4" outside trim
LIVE ELEMENTS:	Min. 1/4" inside trim
LINE SCREEN:	133
DENSITY:	300%

COLOR PROOFS: Kodak Approval, Matchprint, or comparable. PROOF MUST BE SUPPLIED WITH ALL ADS FOR ACCURATE PRESS MATCH, WHERE COLOR IS CRITICAL.

PRINTING: Computer-to-plate, Web offset, Cover stock: 60 lb. coated #4; Text stock: 32 lb. coated #5, stitched and trimmed.

PLEASE SEND MATERIALS TO:

Megi Beqiraj
Street & Smith's Sports Business Journal
120 West Morehead Street, Suite 310
Charlotte, NC 28202

212-500-0705
mbeqiraj@sportsbusinessjournal.com

Please use file transfer software of your choice, such as WeTransfer or Dropbox, and alert Megi Beqiraj

2022 DIGITAL ADVERTISING SPECIFICATIONS

AD TYPE	SIZE SPECIFICATIONS	FILE FORMAT & DESCRIPTION
WEB ADVERTISING		
Super Leaderboard	970 x 90 (60k max)	Website ad top of site (png, jpg or gif format)
Leaderboard	728 x 90 (50k max)	Website top right rail (png, jpg or gif format)
Top Edit Medium Rectangle	300 x 250 (50k max)	Website middle right rail (png, jpg or gif format)
Middle Edit Large Rectangle	300 x 600 (80k max)	Website ad bottom of site (png, jpg, or gif format)
Site Takeover Top/Bottom Billboard	970x250 (150k max)	png, jpg or gif format
Site Takeover Top Edit Medium Rectangle	300x250 (50k max)	png, jpg or gif format
Site Takeover Middle Edit Large Rectangle	300x600 (80k max)	png, jpg or gif format
Smartphone Banner 300 x 50 (25k max)	300 x 50 (25k max)	Mobile banner (png, jpg or gif format)
NEWSLETTER & EMAIL ADVERTISING		
SBJ Daily Email	650x250 preferred, 728x90 & 300x250 accepted	Ad runs in-stream of editorial copy (png, jpg or gif format)
Newsletters	650x250 preferred, 728x90 & 300x250 accepted	Ad runs in-stream of editorial copy (png, jpg or gif format)
PODCASTS & VIDEO ADVERTISING		
Podcast Sponsorships	:15 or :30 spot	SBJ voiceover talent or client-supplied .wav or other standard audio file for post-roll and post-roll spot; average 75 words for :15
I Factor Podcast	One :15 plus two :30s client-supplied spot	Client-supplied .wav or other standard audio file
Spotlight Full Sponsorship	:30, :60 or :90 spot	EPS logo and :30, :60 or :90 commercial (MP4 or other standard video format)
Spotlight Commercial Sponsorship	:30, :60 or :90 spot	Simple branding commercial video spot (MP4 file or other standard video file format)

CONTACT INFORMATION

PLEASE SEND MATERIALS TO:
Megi Beqiraj
Sports Business Journal
mbeqiraj@sportsbusinessjournal.com
212-500-0705

Please use file transfer software of your choice, such as WeTransfer or Dropbox, and alert Megi Beqiraj