

Hearst Integrated Media

ENHANCED FOR TABLET DIGITAL EDITION (EFT) STATIC AD SPECIFICATIONS

FILE FORMAT: PDF/X-1a

DIMENSIONS: 5.82”W x 7.76”H (**PORTRAIT ORIENTATION ONLY**)

LIVE AREA: 4.82”W x 7.76”H (to repurpose for 16:9-ratio Android devices, .5” will be cropped from both sides of the creative)

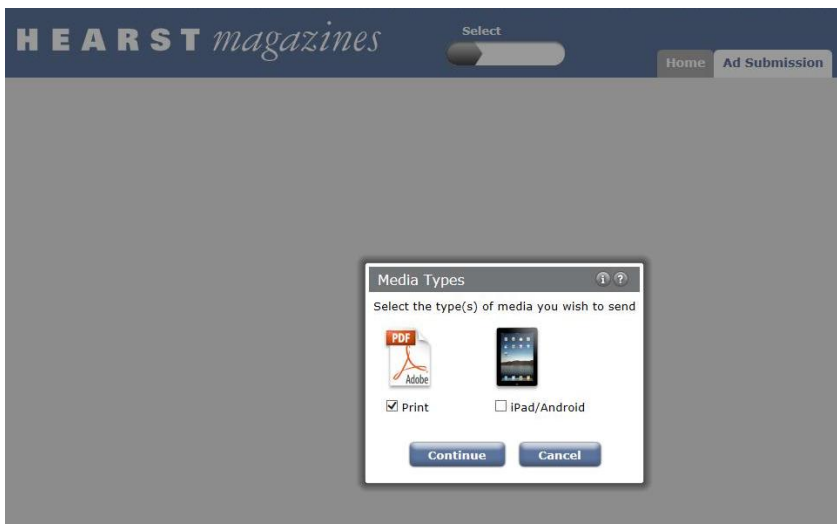
RESOLUTION: Minimum ppi of 300

COLOR SPACE: CMYK preferred

URL: If including link on ad, please note that **ONLY** text links are accepted, **NO** hot spots. The entirety of the text link must also be visible on the ad, i.e., www.textlink.com

TO UPLOAD:

- 1.Go to <http://ads.hearst.com>
- 2.Select Advertising Gateway at the top of the screen
- 3.Select *Hearst Integrated Media*
- 4.Log in or register if necessary
- 5.When you get to the screen below, select “iPad/Android” and then continue



- 6.Select your file and click Continue to start the upload
- 7.Click Send

You will receive a confirmation email after uploading.

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