

iPad Specifications

All print advertisements will be included in the iPad edition unless you opt-out.

Options include:

- ▶ Straight from print (**SFP**) with the repurposing of static print PDF, hyperlinks possible
- ▶ Designed for tablet (**DFT**), see DFT page 2
- ▶ Enhanced for tablet (**EFT**), see EFT page 3

Please refer to 2013 Digital Rate Card for additional iPad edition space rates

Flash is not supported on all devices.
Avoid any links that attempt to run Flash.

Materials are due 8 business days prior to issue date.
Insertion orders must accompany material.



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Designed for Tablet (DFT)

These are non-interactive ads designed to fit 4:3 tablet devices; DFTs can have only one URL link on the creative for web-activation.

Important: On the tablet device ADWEEK will run portrait only.

GUIDELINES

- ▶ Ad must be designed to specs to fit perfectly within 4:3 tablet.
- ▶ A web-element/URL is accepted and will be displayed through an in-app browser. Ad can have only one web-element/URL that should be designed within safety zones.
- ▶ All working images in InDesign layouts should be 300 DPI or vector art.
- ▶ Ad converted to DFT must be consistent with print and have the same brand, product messaging, and image content in the creative.
- ▶ A spread ad can be re-designed to perfectly fit tablet in portrait orientation or can be kept as a scrollable spread. User will see the LHP first and must swipe to reveal RHP.

MAKEUP/POSITIONING

- ▶ Final ad placement is subject to editorial approval.
- ▶ No competitive separation guarantees.
- ▶ Editorial sensitivities will not need considerations since there are no ad/edit adjacencies.

IMAGE DIMENSIONS/FORMAT/COLOR SPACE

- ▶ Portrait: 768px. x 1024px. (WxH)
- ▶ JPEG -- 300 DPI -- export quality must be set as "maximum"
- ▶ RGB

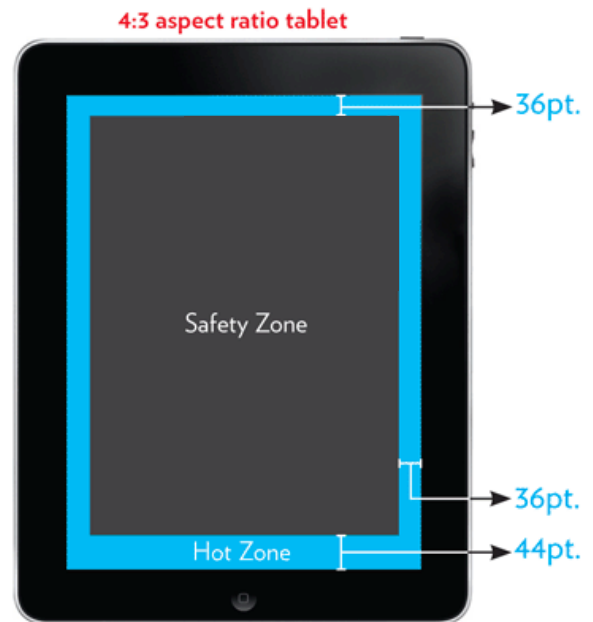
FILE/CREATIVE SUBMISSION

- ▶ Submit .ZIP compressed folder via the ADWEEK Ad Portal.

Direct link at: ads.AdweekMedia.com

Once you log in, choose the activity designated as **Submit Native Ad Materials/Tablet Materials**.

Folder must contain flattened JPEGs exported from InDesign.



HOT ZONE

- ▶ Tablet hot zones are at left, right, top and bottom margins.
- ▶ Design Web-element/URL within safety zone:
 - 36pt from left, right and top margins
 - 44pt from bottom

WEB ELEMENTS/URL MICROSITE

- ▶ Web element/URL can be designed anywhere in page within safety zone.
- ▶ Web content should be designed (if possible) to display correctly within browser frame.
- ▶ Although a site may display perfectly in a browser, it's not guaranteed that it will display as well in the device.
- ▶ The web page will display as soon as the user taps the web-enabled area in the ad page. Tablet device will display site in an in-app browser.
- ▶ Web content is the legal responsibility of the advertiser.
- ▶ Content is available only when user is online.
- ▶ Sites should be HTML-based.
- ▶ Flash sites will not work on the iPad.

Materials Due:

8 business days prior to issue date

Insertion orders must accompany material.

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Enhanced for Tablet (EFT)

These are interactive ads that are designed to fit a 4:3 tablet device. Ads can take advantage of multi-media app functionality to play content such as video, image slide-shows, audio, and/or web-enabled links through hotspot buttons and/or web-elements.

Important: On the tablet device ADWEEK will run portrait only.

GUIDELINES

MAKEUP/POSITIONING

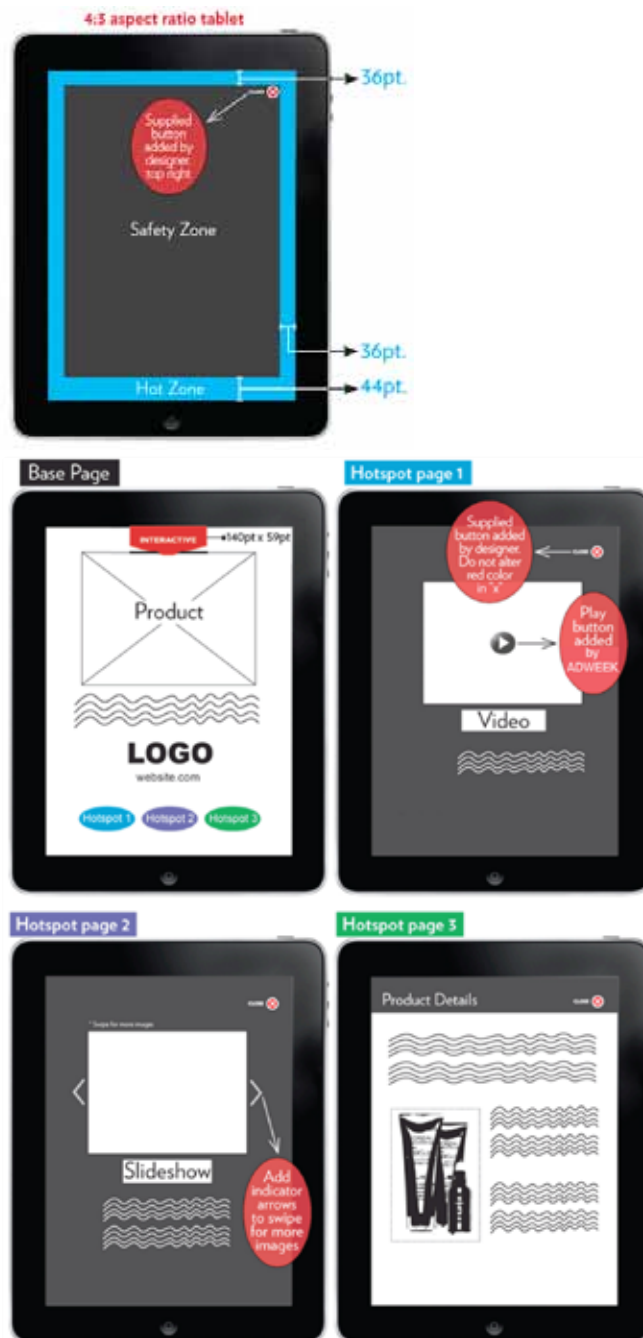
- ▶ Final ad placement is subject to editorial approval.
- ▶ No competitive separation guarantees.
- ▶ Editorial sensitivities will not need considerations since there are no ad/edit adjacencies.

HOT ZONE

- ▶ Tablet hot zones are at left, right, top and bottom margins.
- ▶ Design Web-element/URL within safety zone:
 - 36pt from left, right and top margins
 - 44pt from bottom

FUNCTIONALITY

- ▶ Ad consists of a base page plus up to 3 additional hotspot layers/pages.
- ▶ Each ad can contain a total of 3 interactive elements. Each interactive element must be in its own page/layer.
- ▶ Interactive elements can be a combination of slideshow, sound, video and widgets. Combined file size cannot exceed 10MB.
- ▶ HTML5 cannot be combined with any other functionality.
- ▶ Embedded image slideshows can include up to 10 photos total (must be gallery images, not additional advertising pages).
- ▶ Combined run time for videos cannot exceed 120 seconds. Videos cannot be updated once published.
- ▶ Web elements are accepted. Ad can have a maximum of three web-elements in addition to the hotspots.
- ▶ Advertiser logo must appear on at least 1st page.



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8 business days prior to issue date

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Enhanced for Tablet (EFT)

FORMAT/DELIVERABLES

- ▶ Submit a .ZIP compressed folder via ADWEEK Ad Portal.
Direct link is: ads.AdweekMedia.com
Once you log in, choose the activity designated as **Submit Native Ad Materials/Tablet Materials**
- ▶ Compressed folder should contain:
 - Adobe InDesign CS6 (preferred) layouts with design of pages embedded in document.
 - Flattened JPEGs exported from InDesign: Export resolution 300 DPI for 4:3-ratio. JPEG export quality must be set as "Maximum."
 - Slideshow images at 300 DPI resolution. Slideshow JPEG images displayed in small frame should be 300dpi at exact frame dimensions.
 - Images for 360 Viewer at 132 DPI resolution. All images must be same size and named in numerical order (ex: image01.jpg).
 - Video files: .MP4 file format videos. Should be 100% in frame size.
 - Audio files: Format .MP3.
 - Rich Text document containing URL info or directions.

FILE/CREATIVE SUBMISSION

- ▶ Storyboards should be submitted prior to start of production.
- ▶ Materials received on due dates or prior will receive a .folio file via Adobe Content Viewer for review and approval on an iPad device.
The Adobe Content Viewer app can be downloaded free from: <http://itunes.apple.com/us/app/adobe-content-viewer/id389067418?mt=8>

AD PRODUCTION INFORMATION

- ▶ We encourage our partners to submit storyboards to us prior to the material due dates to check everything is correct and in order.
- ▶ Clear material instructions must be included in the Ad Portal job ticket. If any information changes after the materials are uploaded, an e-mail must be sent to the entire ad production team identifying what is changing and if/when new materials should be expected.
- ▶ For pickup materials from a previous week, please send an e-mail to the entire ad production team clearly identifying the appropriate materials for pickup.

iPad Specifications Overview

Size	<ul style="list-style-type: none">▶ Portrait: 768px x 1024px (WxH)
Hot Zone	<ul style="list-style-type: none">▶ Tablet hot zones are at left, right, top and bottom margins▶ Design Web-element/URL within safety zone:<ul style="list-style-type: none">• 36pt from left, right and top margins• 44pt from bottom
Slideshows	<ul style="list-style-type: none">▶ Photo slideshows can be put on any page.▶ Maximum number of images is 10.▶ Format is JPEG. Resolution 300 DPI. RGB color space.▶ Slideshow pages/images should include arrow indicators. Total file size for slideshows should not exceed 3 MB. Files must be named according to order of slideshow.
Video/Audio Specifications	<ul style="list-style-type: none">▶ All video will be streamed. In the initial view of the video, it should have an image and not a blank frame.▶ Video frame must be positioned 36 points from the right, left and top margins and 44 points from bottom.▶ Play button should not be included.▶ Combined run time for videos is 120 seconds at maximum and 7 MB in combined size. Video ends on final frame, final frame must be a visual not a blank frame. Audio combined size should be 3 MB at maximum.▶ Auto-play video without sound can be embedded. Max file size is 1MB and max run time is 30 seconds. Video bar will display temporarily.▶ There is no support for Adobe Flash Video in iPad. <p>TECHNICAL SPECS:</p> <ul style="list-style-type: none">▶ Video File Format: .MP4▶ Video Format: H.264; Frame Rate: 29.97 fps; Size: 480x360 pixels (4x3, no letterboxing),▶ If you prefer to avoid black bars (top/bottom) when video is launched to full size, aspect ratio must be 4x3.▶ Variable Bit Rate: Target Bit Rate: .6 mbps (600kbits); Maximum Bit Rate: .8 mbps (800kbits)▶ Audio: AAC, 32 kbps, 22 kHz, Mono (sound level normalized to -6dBDS)
Web-Elements/ URL Microsite	<ul style="list-style-type: none">▶ Web elements can be designed on either the base page or any hotspot layer. Direct URL provided by advertiser. Web content should be designed (if possible) to display correctly within browser frame. Although a site may display perfectly in a browser, it's not guaranteed that it will display as well in the device.▶ The web page will display as soon as the user taps the web-enabled area button in the ad page. iPad device will display the site in its in-app built in browser .▶ Web content is the legal responsibility of the advertiser. Content is available only when user is online. Sites should be HTML-based. Flash sites will not work on the iPad.
HTML5 Hosted	<ul style="list-style-type: none">▶ Static base page with a web element to launch to an advertiser hosted HTML5 unit.▶ Unit is viewable only when user is on-line. When off-line, user receives a "no internet connection" message.▶ Advertisers should arrange to test the unit with ADWEEK in advance of the due date.
HTML5 Embedded	<ul style="list-style-type: none">▶ Unit must not exceed 10 MB.▶ Unit is viewable when user is off-line.
360 Degree Viewer Widget	<ul style="list-style-type: none">▶ Format is JPEG. Resolution 132 DPI. Required number of images is 24.▶ All images must be the same size and must be named in numerical order without special characters or spaces. Ex: image01.jpg▶ The widget contains no visible slider or any other indication that it has functionality. All instructions must be designed into the layout but be completely outside the graphic frame that contains the widget.▶ Widget should not overlap any other interactive elements.▶ Advertisers must designate how widget should display:<ol style="list-style-type: none">1. Flip Book: user can swipe from first frame to last and back2. Complete 360 Viewer: functions as a continuous loop. User can swipe from first frame to last and then start again with the first frame. How many times it plays depends on the size of the image and how far across the image the reader swipes their finger. It is not possible to control or predict how many times this will "loop" before the reader reaches the edge of the frame.