LANDSCAPE MANAGEMENT

Ad Specifications

Print Advertising

Ad Material Submissions

- All ad material must be submitted via the ad portal: https://northcoastmedia.sendmyad.com/
- View tutorial video: https://www.youtube.com/watch?v=04wqyUjoynU

File Requirements

- PDF files must conform to PDF/X-1a specification.
- No Crop Marks or Color Bars. If needed, ensure at least 18 Points OFFSET; use portal tools to trim before approval.
- Total Ink Density: Max 300% (applies to all elements).
- Color: CMYK only (no RGB, LAB, or PMS unless purchased as an option).
- Image Resolution: Minimum 300 dpi. Avoid down sampling in PDF export.
- Build to correct size, InDesign templates are available through portal.
- Bleed: Add 0.125″ on all sides for bleed ads.
- Live Copy: At least 0.25″ inside trim and gutter (for spreads).
- All fonts must be embedded.
- Errors and Warnings: Check portal for alerts and correction guidance.

Assistance

- Production Manager: Karen Lenzen (klenzen@northcoastmedia.net), 216-978-9622

Main Issue Ad Sizes

AD TYPE	TRIM (IN)	BLEED (IN)	LIVE/SAFETY (IN)	NON-BLEED (IN)
Full Page Spread	15.50 x 10.50	15.75 x 10.75	15 x 10	
Full Page	7.75 x 10.50	8.00 x 10.75	7.25 x 10	
Half Page Horizontal	7.75 x 5.25	8.00 x 5.50	7.25 x 4.625	6.75 x 4.625
Half Page Vertical	3.75 x 10.50	4 x 10.75	3.25 x 10	3.25 x 9.75
Quarter Page Square				3.25 x 4.625
Third Page Square				4.375 x 4.625
Third Page Vertical				2.0625 x 9.75
Half Page Cover Tip	7.625 x 5.50	7.875 x 5.75	7.125 x 5	

Supplement Ad Sizes

AD TYPE	TRIM (IN)	BLEED (IN)	LIVE/SAFETY (IN)	NON-BLEED (IN)
Full Page Spread	14.75 x 10.50	15.00 x 10.75	14.25 x 10	
Full Page	7.375 x 10.50	7.625 x 10.75	6.875 x 10	
Half Page Horizontal	7.375 x 5.25	7.625 x 5.50	6.875 x 4.75	6.375 x 4.625

Digital Advertising

Desktop Ad Specifications

FORMAT	DIMENSIONS (PIXELS)	FILE SIZE	FILE TYPES	LINK
Wallpaper	1920x1080, 1600x900, 1536x864, 1440x900, 1366x768, 1280x720	<256KB (<100KB recommended)	JPG, PNG, GIF	1
Interstitial	640 x 480	<150KB	JPG, PNG, GIF, HTML5	1
Super Leaderboard	970 x 90	<150KB	JPG, PNG, GIF, HTML5	1
Medium Rectangle	300 x 250	<150KB	JPG, PNG, GIF, HTML5	1
Filmstrip	300 x 600	<150KB	JPG, PNG, GIF, HTML5	1

- Six wallpaper sizes required for optimal display on most screens. Provide neutral/empty 1110px wide center area.

Mobile Ad Specifications

FORMAT	DIMENSIONS (PIXELS)	FILE SIZE	FILE TYPES	LINK
Mobile Banner	320 x 50	<100KB	JPG, PNG, GIF, HTML5	1
Mobile Rectangle	300 x 250	<100KB	JPG, PNG, GIF, HTML5	1
Mobile Roadblock	300 x 250	<100KB	JPG, PNG, GIF, HTML5	1

Retargeting Ads
- Dimensions: 728x90, 300x600, 160x600, 300x50, 320x50 pixels.
- File size: <100KB each. File types: JPG, PNG, GIF. 1 click-through URL.

Digital Ad Submission Guidelines
- All digital ad materials must be submitted via https://northcoastmedia.sendmyad.com/ or emailed 5 business days before publication.
- Naming: Use ADVERTISER NAME, SITE, LIVE DATE in the subject line.
- Formats: GIF, JPG, PNG, rich media. Animation: Single loop only. No "annoying" creative.
- Rich Media: HTML5, DHTMLx, JavaScript, third-party tags (provide click URL separately).
- Contact advertising representative for unsupported rich media formats.

Email Newsletters

*LM*Direct!

FORMAT	DIMENSIONS (PIXELS)	FILE SIZE	FILE TYPES	LINK
Leaderboard	728 x 90 (desktop), 300 x 50 (mobile)	<150KB	JPG, PNG, GIF	1
Medium Rectangle	300 x 250	<150KB	JPG, PNG, GIF	1

Native Sponsored Content Placement
- Headline: ≤70 characters
- Body: ≤250 characters
- Image: 600 x 340 px (GIF, JPG, PNG)
- CTA: 1 click-through link

LM Product Spotlight
- Headline: Company name as displayed
- Image: 400 x 400 px (JPG/PNG, product/company logo only)
- Blurb: 75-200 words
- CTA: 1 click-through link

Custom Email Blasts
- Submit: HTML file, images folder, click-through links, subject line, send test and final lists.
- Download detailed specs:
  https://northcoastmedia.net/wp-content/uploads/2021/01/NCM-custom-eblast-specs-2021.pdf

Submission Guidelines
- Naming: ADVERTISER NAME, EMAIL NAME, LAUNCH DATE
- Deadline: 5 days before campaign start.
- Formats: GIF, JPG, PNG. Rich media not supported (e-newsletters only).
- Click Tracker URLs accepted (no third-party ad tags).

Social Media Advertising

Twitter
- #Sponsored Tweet: ≤280 characters (with spaces and #sponsored hashtag).
  - If using a URL, ad body + #sponsored = <257 characters.
  - Max two hashtags (including #sponsored).
  - Include the advertiser's Twitter handle or company name as a hashtag.
- Image: 16:9 ratio (1200 x 675 px), JPG/PNG/GIF, not counted toward character limit.
- Promoted Video: Up to 2:20 min, headline ≤70 characters, MP4/MOV, <1GB.

LinkedIn
- Sponsored Post: Primary Text 125 characters (longer allowed but may truncate).
- Headline: 40 characters.
- Image(s): 1200 x 630 px (1.91:1), optional 1080 x 1080 px (1:1).
- Campaign: 1-5 ads, 10-day campaign, Brand Awareness or Traffic/Engagement objectives.

Instagram
- Text: 125 characters, headline 40 characters, max 30 hashtags.
- Image: Landscape 1080 x 566 px, Square 1080 x 1080 px, between 320–1080 px wide, aspect ratio 1.91:1 to 4:5.

Facebook
- Sponsored Post: Existing account/partner approval required.
- Objectives: Awareness/Reach, Consideration (Traffic, Engagement, Video Views).
- Headline: 25/40 characters, post text up to 125 characters (may truncate).
- Image: 1200 x 628/630 px (1.91:1), little/no text. Video: Ratio 9:16–16:9, <4GB, length 1 sec– 240 min.
- Campaign: 1-5 ads, 10-day campaign, Brand Awareness/Traffic objective.

Retargeting (*Facebook*)
- Follows same specs as other Facebook campaigns.

All media: Must be owned image/photo or hold license; no royalty-free images from Fotor, Unsplash, Pixabay, etc.

Ads, advertorials and sponsored content must avoid comparative or negative content about competitors or product categories.

For additional help or to clarify any specifics, please contact your account manager or production manager.