

INSIDER RADIO

2009 ARTWORK SPECIFICATIONS

Questions? Call Kelli Grisez
615-793-2905
kelli@insideradio.com

New Website and Email
Specifications

Email Artwork to:
graphics@insideradio.com

Inside Radio is a radio trade newsletter published Monday through Friday as PDF and HTML versions. Designed in Adobe InDesign as 1 to 6 pages of content featuring strip ads at the bottom of each page. The HTML Mobile Version is a simple text version featuring "google-style" ad annotations spaced within the content. The twice daily email features half banners, a standard 728 banner ad and Sponsor Link - tex/image option. The website www.insideradio.com features a 468x60 top banner with 13x100 tile ads and 160x600 skyscraper.

Ad Sizes & Standards

SAMPLE Newsletter

SAMPLE Email

Newsletter

RGB, 300dpi, JPGs or PDFs are accepted. PC compatible files. Please flatten all fonts. No black/white ads will be needed. Low resolution or poor graphic quality images will run only at the discretion of the client. Separate fonts/image files are not necessary. Include URL.

Standard Strip Ad (Pg 1-4)	7.5" (w) x 2.125" (h)
Full Page	7.5" (w) x 9.5" (h)
Page One Cut-Out	7.5" (w) x 2.125" (h)
	1.5" over top limit/no more than 2.25" wide inset limit
Page Three Half Strip	3.65" (w) x 2.125" (h)
Page Three Center Square	3.25" square
HTML Version Ad Annotation	15 words w/web link "google-like" text

Email

Animated Gifs or still JPGs are accepted for the email. 50k limit. Include URL.

Half Banner	234 px (w) x 60 px (h)
Standard Leaderboard Banner	728 px (w) x 90 px (h)
Standard Footer Banner	728 px (w) x 90 px (h)
Sponsor Link Image Option	355 px (w) x 100 px (h)
Sponsor Link Text Option	50 words - please include URL and logo
Medium Rectangle - (Bulletin)	250 px (w) x 300 (h)

Website www.insideradio.com

Flash or Animated Gifs are accepted for the website. 50k limit. Include URL.

Top Banner	468 px (w) x 60 px (h)
Half Banner	300 px (w) x 100 px (h)
Skyscraper	160 px (w) x 600 px (h)
Bottom Tile	130 px (w) x 100 px (h)
Cube	300 px (w) x 250 px (h)
Leaderboard - Inside Page	728 px (w) x 90 px (h)

Delivery, Deadline & Details

ADS SHOULD BE DELIVERED BY THURSDAY, NOON/ET prior to the week that your ad is scheduled to run.

Submission of your ad means it is approved for use in Inside Radio on your contracted date(s).

Send artwork to: graphics@insideradio.com.

Email delivery should not exceed 5mg. For FTP Info, see right.

Ad Design Services are available - rate: \$100 per hour or negotiable.

Ask your account executive about this option.

If you are experiencing deadline or art issues, do not hesitate to call with any questions.

FTP Address: 198.107.189.14

FTP Login ID: **usr22219**

FTP Password: AYS197

Upload Folder: "Drop-Off"



updated: 03/2009