

# ADVERTISING SPECS & DEADLINES

## Digital Magazine Static Ad, GIF & Video Specs

### Spring 2024 TribalHub Magazine

Product Spotlight & Meet Your Vendor due: 2/15  
Ads due: 3/1  
Digital Release Date: 3/20  
Submit a Digital Ad

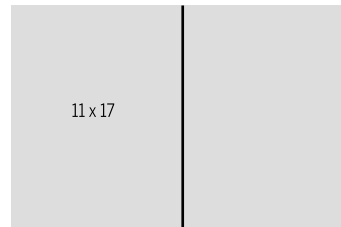
### Fall 2024 TribalHub Magazine

Product Spotlight & Meet Your Vendor due: 10/15  
Ads due: 11/1  
Digital Release Date: 11/20  
Submit a Digital Ad

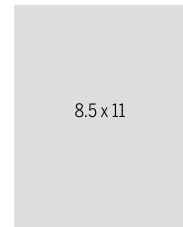
## Digital Magazine Static or GIF Ad Specs (RGB color space with 300dpi resolution, no bleed)

- 2 Page Spread: 17" wide x 11" height
- Full Page: 8.5" wide x 11" height
- Half Page Horizontal: 8.5" wide x 5.5" height
- Quarter page Vertical: 4.25" wide x 5.5" height
- Inside Front or Back Cover: 8.5" wide x 11" height

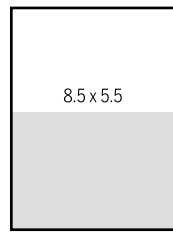
2-Page Spread



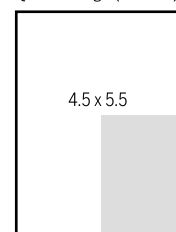
Full Page



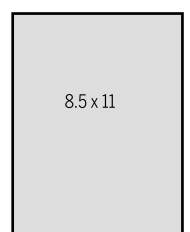
Half-Page



Quarter-Page (Vertical)



Inside Front or Back Cover



## File Creation Guidelines:

**Accepted File Types:** PDF, TIFF or JPEG

**Color:** Ads must use RGB color space. Color resolution cannot be guaranteed – please use four color mix and rich black (C:30 M:20 Y:20 K:100) in areas where you will be using black as background.

**Image Resolution:** Image resolution must be set to 300dpi.

**Text Safety Margin:** We recommend you keep important text inside the text safety margin, which is a minimum of 1/4" inch inside the final design. Doing so often produces the most pleasing printed results.

**Advertorial:** No design work on your end will be necessary for the Product Spotlights, Meet Your Vendors and Making Connections features. You will be asked for information, high resolution images (300 dpi), and approvals but no finished artwork will be required from you.

## Digital Magazine Video Specs\* (RGB)

- Leave Space in your design for a video thumbnail. Submit a video or video link (recommended size 1920px x 1080px, 24 fps).

**Acceptable File Types:** Include MP4 files and digital links from Youtube or Vimeo. Please include a thumbnail image. \*Videos do not play automatically - they must be clicked on by the reader to play.

Please contact our in-house graphic designer if you have any questions: [sales@tribalhub.com](mailto:sales@tribalhub.com)

# ADVERTISING SPECS & DEADLINES CONTINUED

## Conference Program Ad Specs

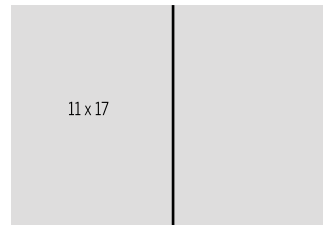
### TRIBALNET PROGRAM

Ads due: 8/10

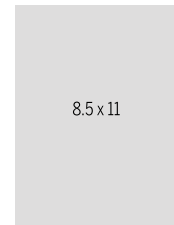
#### Conference Program Print Ad Specs (CMYK color space with 300dpi resolution)

- **2 Page Spread: 17" wide x 11" height** (final size submitted, with bleeds, should be 17.25" x 11.25" inches)
- **Full Page: 8.5" wide x 11" height** (final size submitted, with bleeds, should be 8.75" x 11.25" inches)
- **Half Page Horizontal: 8.5" wide x 5.5" height** (final size submitted, with bleeds, should be 8.75" x 5.75" inches)
- **Quarter page Vertical: 4.25" wide x 5.5" height** (final size submitted, with bleeds, should be 4.5" x 5.75" inches)
- **Inside Front or Back Cover: 8.5" wide x 11" height** (final size submitted, with bleeds, should be 8.75" x 11.25" inches)

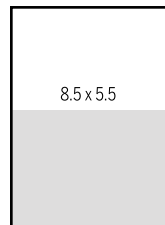
2-Page Spread  
(final size with bleed: 11.25 x 17.25)



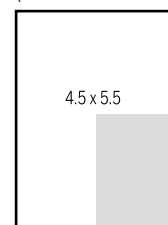
Full Page  
(final size with bleed: 8.75 x 11.25)



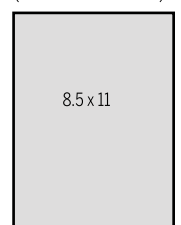
Half-Page  
(final size with bleed: 8.75 x 5.75)



Quarter-Page (Vertical)  
(final size with bleed: 4.75 x 5.75)



Inside Front or Back Cover  
(final size: 8.75 x 11.75)



#### File Creation Guidelines:

**Accepted File Types:** PDF, JPEG or TIFF

**Color:** Ads must use CMYK color space. Color resolution cannot be guaranteed – please use four color mix and rich black (C:30 M:20 Y:20 K:100) in areas where you will be using black as background.

**Image Resolution:** Image resolution must be set to 300dpi.

**Text Safety Margin:** We recommend you keep important text inside the text safety margin, which is a minimum of 1/4" inch inside the final design. Doing so often produces the most pleasing printed results.

**Bleed Area Margin:** Background graphics and design elements intended to “bleed” to the edge of your finished size should extend an 1/8" inch past the final design. The full size of this document including bleed area will increase document size by a 1/4" inch (height and width). Any artwork within the bleed area will be trimmed leaving a clean and border-less printed image.

Please contact our in-house graphic designer if you have any questions: [sales@tribalhub.com](mailto:sales@tribalhub.com)

# ADVERTISING SPECS & DEADLINES CONTINUED

## Website Banner Ad Specs

**TribalNet Conference Website:** [Billboard Banner Ad](#)

970px wide x 250px tall (RGB color space with 96 dpi resolution)

**Acceptable File Types:**

JPEG, PNG, GIF

**TribalHub Website:** [Banner Ad](#)

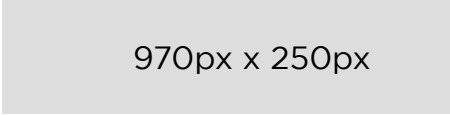
728px wide x 90px tall (RGB color space with 96 dpi resolution)

**TribalHub Email Blast:** [Exclusive Banner Ad](#)


800px wide x 100px tall (RGB color space with 96 dpi resolution)

970px wide x 250px tall  
(RGB color space with 96 dpi resolution)

728px wide x 90px tall  
(RGB color space with 96 dpi resolution)



970px x 250px



728 x 90px

800px wide x 100px tall  
(RGB color space with 96 dpi resolution)



800 x 100px

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