

ART SPECIFICATIONS

Supporting radio and helping your business to succeed over the airwaves and beyond

INSIDERADIO

THE MOST TRUSTED NEWS IN RADIO

Inside Radio is a radio trade newsletter published Monday through Friday as a PDF and TEXT/HTML. Designed in Adobe InDesign with 1 - 6 pages of news content featuring display ads per page. The Txt/HTML version is a simple text version featuring "google-style" ad annotations spaced within the content.

Our Mobile Site features the same news as the website along with Job listings, People Moves, and daily Features. The twice daily email is delivered to subscribers and non-subscribers featuring Half Banners, Standard Leaderboard Top and Bottom Banner ad and Sponsor Link. The subscriber email version features a link to download/open the PDF/HTML newsletter.

The website (www.insideradio.com) features a custom take-over background, 728x90 leaderboard (top and bottom), 300x250 and 300x600 cube ads, Top 5 text sponsored-content, 960x30/300 pencil overlay ad, and video sponsorships. Our Mobile Site features 300x90 banners and 300x250 image cubes. Clients are encouraged to provide artwork for both desktop and mobile sites to ensure maximum exposure. Individual page sponsorships are available.

HOME

NEWSLETTER AD SIZES

TECHNICAL OVERVIEW

PRINT-READY, RGB, 300dpi, JPG or PDF are accepted. PC compatible files. Please flatten all fonts. No black/white ads will be needed. Low resolution (72dpi) or poor graphic quality images will run only at the discretion of the client. Separate fonts/image files are not necessary. Include URL. Border should be apparent.



AD SIZES

(Ads measured by width x height)

Standard Display Ad: (Pg 1-4) 7.5" x 2.125"

Page Two Vertical: 2.75" x 9.75"

Must Read Monday Display Ad: 3.125" x 1.5"
Web article: 300 x 250 px cube ad
Images: 300dpi (to be used for web as well)

Deal Digest Right Column Ad: 3.5" x 4.25"
Web article: 300 x 250 px cube ad

Full Page: 7.5" x 9.75"

The Blue Page: Monday feature w/Tuesday email and website article. 600-650 words. Headline, subheads w/copy. Include Images, contact info, and URL. Layout style specific.

Email Version Size: 728x800 JPG/PNG 500k limit; HTML accepted - be sure all images are linked/embedded. (see sample images below)

OTHER SIZES:

Page One Cut-Out: 7.5" x 2.125" w/ 1.5" over top limit/no more than 2.25" wide inset limit

Page Three Half Display Ad: 3.625" x 2.125"

SAMPLE

EMAIL AND WEBSITE AD SIZES

TECHNICAL OVERVIEW

(sizes are measured in pixels, width x height): 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. Animated GIFs are accepted for the website. 100k limit. Include URL.

EMAIL SIZES:

Email Top Banner: 728 x 180

Email Half Banner: 300 x 180

Sponsor Link: 75 words w/Image Logo

Email Takeover option: 300 x 600 or Stacked x6: 400 x 100

Email BULLETIN Sponsorship: 300 x 250 cube ad

OTHER SIZES or RETIRED:

Email Sponsor Link Image: 400 x 125

Email Half Banner (retired): 234 x 120

Email Custom HTML eBlast*: 728 x 800 PNG file. Include URL in HTML code. One URL for each email.

*client is responsible for embedding all images and links)

WEBSITE SIZES:

Top and Bottom Banner: 728 x 90

Cube Media Rectangle: 300 x 250

Half Page Extended Cube: 300 x 600

Pencil Banner w/Pushdown: 960 x 30 with Pushdown ad: 960 x 300

Video: 16:9 format (HD); PreRoll: 6-15 sec; File Types: .Mp4 or YouTube

Mobile Site Banner: 300 x 90

Mobile Site Media Rectangle: 300 x 250

Website Take-Over (background):

JPG/1900x1050px w/980px center clear. Two skyscraper (160x600) bookends with links embedded area/380kb size limit | [PDF GUIDE](#)

Top 5 Sponsored-content text ad: 8 words linked to url with thumbnail 60x60 image

Must Read Monday sponsored page: 300x250

EMAIL SAMPLE

WEB SAMPLE

728 X 180 EXTENDED LEADERBOARD

EMAIL

SPONSOR LINK:
75 WORDS W/IMAGE LOGO

IMAGE/LOGO

EMAIL

728X90 LEADERBOARD

WEB

EMAIL

300 X 180
HALF BANNER

300 X 250
IMAGE CUBE

300 x 90
MOBILE BANNER

300X600
HALF PAGE
EXTENDED
CUBE

PENCIL AD 960X30 EXPANDABLE TO 960X300

WEB

TAKEOVER BACKGROUND

WEBSITE CONTENT
CLEAR AREA

ALL LIVE AREA

160 x 600
(LEFT)
Bookend
unique
URL

LIVE AREA

ALL LIVE AREA

160 x 600
(RIGHT)
Bookend
unique
URL

LIVE AREA

VIDEO

FORMAT: 16:9 (HD)

PRE-ROLL: 6-15 SEC

TYPES: MP4 OR YOUTUBE

WEB

MOBILE

THE BLUE PAGE



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).

Email delivery of artwork should not exceed 10mb

FTP Information:

FTP Address: 74.208.137.144

FTP Default Directory: /Testbox (optional)

FTP Login ID: ftp36494995-10

FTP Password: mstreet

Upload Folder: "Drop-Off"

Ad design services are available - rate: \$100 per hour or negotiable.

Ask your account executive about custom design options.

If you are experiencing deadline or art issues, email or call with any questions.

EMAIL | Telephone: 800-248-4242 x704.

Send artwork to:
graphics@insideradio.com