

Technical Specifications



Ad Type	Image Dimensions (In Pixels, W X H)	Max. File Size	File Format / Additional Information	Text Requirements
Menu Ad	120 X 150	20k	JPEG, GIF, Animated GIF, or Flash	N/A
Top Ad	450 X 120	30k	JPEG, GIF, Animated GIF, or Flash	N/A
Premium Side Ad	120 X 600	40k	JPEG, GIF, Animated GIF, or Flash	N/A
Basic Side Ad	120 X 240	30k	JPEG, GIF, Animated GIF, or Flash	N/A
Product Demo Ad	150 X 200	20k	JPEG, GIF, Animated GIF, or Flash	Up to 75 words
Contest Section Ad	450 X 120	30k	JPEG, GIF, Animated GIF, or Flash	Up to 25 words
Consumer Newsletter	120 X 260	15k	JPEG, GIF or Animated GIF	N/A
Business Newsletter	150 X 200	15k	JPEG, GIF or Animated GIF	Up to 75 words
Trade Show Preview Premium Ad	(2) 150 X 150 OR (1) 150 X 300	15k	JPEG, GIF or Animated GIF	Up to 200 words, including booth #
Trade Show Preview Basic Ad	150 X 150	15k	JPEG, GIF or Animated GIF	Up to 100 words
Advertorial / Magazine	500 X 500	45K	3 JPEGs (2 can be projects w/instructions)	400+ words
Advertorial / Consumer Newsletter	150 X 150	20k	JPEG, GIF or Animated GIF	Up to 75 words
Advertorial / Business Newsletter	150 X 200	20k	JPEG, GIF or Animated GIF	Up to 75 words
Online Shopping Link	125 X 150	15k	Up to 15 product icons	Up to 50 words
Retreat Directory	125 x 150	15k	JPEG, GIF or Animated GIF	Up to 50 words
Survey	N/A	N/A	Max of 10 questions with up to 25 possible answers per question	N/A
Premier Retail Store Listing	200 X 125 Logo	15k	JPEG or GIF	Up to 25 words of ad copy
EmailBlast – Consumer or Retailer	See links for Technical Specifications & Guidelines: Tech Specs - http://a-z.com/techspecs Guidelines - http://a-z.com/guidelines			

Submission of Ads

When submitting ads, please note the following guidelines:

- Alt-text and click-text are not accepted or customizable (company name is displayed by default).
- Only one graphic URL will be accepted with each paid ad position. URL must be live at the time of submission.
- Manufacturer may change ad graphic as desired as long as the manufacturer hosts their own ad maintaining the same hyperlink.
- Scrapbooking.com Magazine encourages its advertising partners to host ads on their own servers to allow for greater flexibility and response time. In this manner, each partner maintains complete control of ad graphics and the frequency of media changes.
- Suggested graphic links:
 - o Ad: <http://www.yoursite.com/images/yourad.gif>
 - o URL (Website Link): <http://www.yoursite.com/>
- Only GIF, Animated GIF and JPEG file formats are accepted.

Submission addresses:

Website ads: submissions@a-z.com

Newsletter and Trade Show Preview ads: newsletters@a-z.com

EmailBlasts: newsletters@a-z.com plus a copy to your Account Manager

Website Advertorials and Press Releases: publisher@a-z.com

Newsletter Advertorials and Press Releases: newsletters@a-z.com

Survey: sbc surveys@a-z.com