

# GROUPS TODAY

## AD CREATIVE SPEC SHEET

GROUPS TODAY MAGAZINE | CMYK | 300 DPI | .PDF



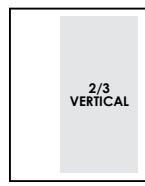
FULL PAGE\*

**Live Area** 7" x 9.5"  
**Trim** 8.125" x 10.5"  
**Bleed** 8.625" x 11"



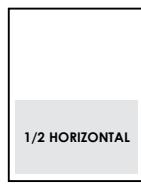
2-PAGE SPREAD\*

**Live Area** 15.25" x 9.5"  
**Trim** 16.25" x 10.5"  
**Bleed** 16.75" x 11"



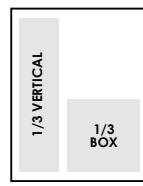
2/3 V

4.625" x 9.5"



1/2 H

7" x 4.625"



1/3 V

2.125" x 9.5"

1/3 B

4.625" x 4.625"

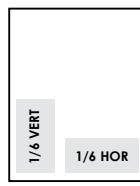


1/4 V

2.125" x 7"

1/4 H

7" x 2.125"



1/6 V

2.125" x 4.625"

1/6 H

4.625" x 2.125"

\*All text and images important to your advertisement should be placed within the **LIVE AREA** dimension (specified for full page and 2-page advertisements). The noted **TRIM SIZE** is the actual page size; any text or image past the required dimension will be cut off. A **.25" OR 1/4 INCH BLEED** is required on a full page ad & 2-page spread. **When sending files with bleed, please remove cropmarks.**



DIGITAL MAGAZINE

**Full Page Ad**

2618 x 3300 pixels | Adjacent to the back cover, includes hyperlink.

**Cover Logo**

EPS file format | Cover placement with hyperlink.

WEBSITE & NEWSLETTER | RGB | 72 DPI | .JPG OR .GIF

WWW.GROUPSTODAY.COM



Billboard

1400 x 240 pixels



Premium Leaderboard

1200 x 90 pixels



Home Page Leader

1440 x 240 pixels



Advanced Amazing Cube

300 x 250 pixels



Standard Sidebar

300 x 250 pixels



Standard Footer

1200 x 90 pixels



Sticker Homepage Banner

1440 x 90 pixels

eDAILY



Banner Ad

650 x 80 pixels

### AD SUBMISSION & REQUIREMENTS

Send artwork to [artwork@serendipity-media.com](mailto:artwork@serendipity-media.com) (If the file is **larger than 10MB** please send via a file transfer site such as Dropbox or WeTransfer.)

**Font/Image requirements:** Font links and images are required for any ad submissions that are not packaged or flattened. By not doing this files may be altered when opened and not appear as submitted, or to the quality needed.

**Make-Good Policy:** We will not issue make-goods on ads submitted in formats other than those outlined in these specifications. If the materials do not meet the requirements, the submitting party will be responsible for the quality of the ad. Ads created in Adobe Photoshop or other raster programs may qualify as camera ready. Make sure the file fits our specs. We will not guarantee the advertisement print quality if the specifications are not followed.

Groups Today

Groups Today is published by **SERENDIPITY MEDIA, LLC**

535 Cascade West Parkway SE, Grand Rapids, MI 49546

P (616) 458-8371 | [www.serendipity-media.com](http://www.serendipity-media.com) | [www.groupstoday.com](http://www.groupstoday.com)