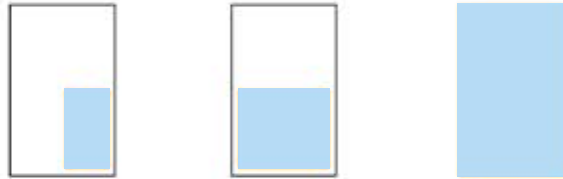


## Handbook



**1/4 Page** 2.25" (w) x 3.75" (h)

**1/2 Page** 4.625" (w) x 3.75" (h)

**Full Page** **BLEED:** 5.875" (w) x 8.75" (h) *(this is your ad size)*

**TRIM:** 5.375" (w) x 8.25" (h) *(page is cut to these dimensions)*

**LIVE AREA:** 4.625" (w) x 7.625" (h)

*(text must be kept inside this area)*

- CMYK/ Grayscale
- 300dpi
- PDF (press quality)
- TIFF (flattened)
- EPS (outlined fonts and embedded images)

ALL TEXT MUST BE OUTLINED, FLATTENED OR HAVE THE FONT FILES INCLUDED!

Full Page: Set document size to BLEED; keep all important text within LIVE AREA dimensions.  
DO NOT include any printer's marks (crops, registration, color bars, etc.)

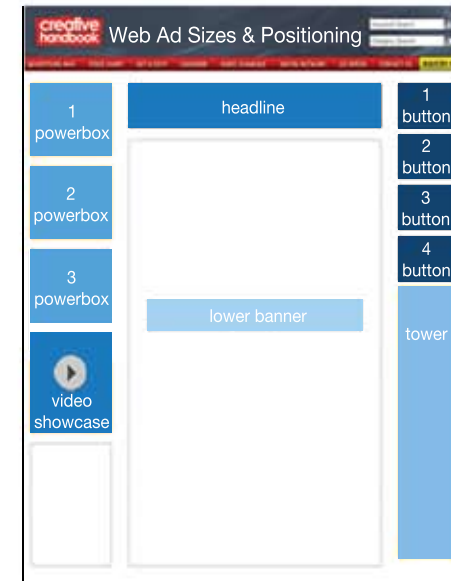


**Mail Media to:** 10152 Riverside Dr., Toluca Lake, CA 91602

**Email to:** art@creativehandbook.com *(files less than 10mb)*

**Web Upload:** creativehandbook.com/upload

## Website



- Headline** 565 (w) x 90 (h) • RGB color
- Lower Banner** 468 (w) x 60 (h) • 25k maximum file size
- Tower** 120 (w) x 600 (h) • Infinite animated loops
- Button** 120 (w) x 90 (h) • GIF, JPG, & SWF accepted
- Power Box** 180 (w) x 150 (h) • SWF files **must** have url embedded
- Impact Page** 515 (w) x **up to** 900 (h) jpg only
- Mobile Ads** You must submit **two** sizes, **jpg only**:  
300 (w) x 50 (h), and 120 (w) x 20 (h)
- Video Showcase** Up to 3 minutes in length, any size or video format accepted.  
Submit online, mail/drop off cd, or email video link.

*To ensure the best quality presentation of your valued advertisement,  
files that do not meet our artwork specifications will be returned for resubmission.*