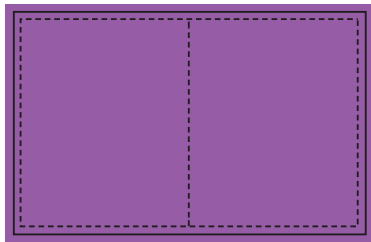
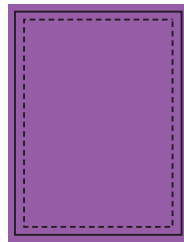


## Print/Digital Issues

### • Display Ads



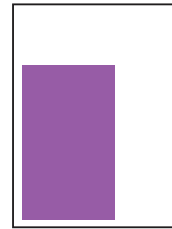
**2-Page Spread**  
Provide 2-page spreads as single-page files



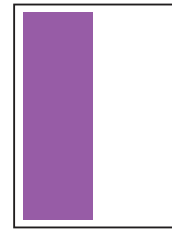
**Full Page with bleed**  
Trim size 8 × 10¾ inches  
Bleed size 8¾ × 11 inches  
Live area 7 × 10 inches



**1/2 Horizontal**  
7 × 4¾ inches



**1/2 Island**  
4½ × 7½ inches



**1/2 Vertical**  
3¾ × 10 inches

### Display ad requirements:

SWOP standards apply. Digital materials only. Preferred file format is PDF (PDF / X-1a or greater) files created for 300 dpi with a total density of 300%. A SWOP proof is recommended for color ads. Files can be submitted via email or by FTP download. Publisher accepts no responsibility for errors resulting from materials submitted that do not meet the above criteria or arrive after the material due date.

### • “Industry Solutions” Content Marketing Articles

#### 1-page article (print/digital issue):

Submit 400-600 words in regular Word (.doc) format, plus 1-3 high-res graphics by the relevant materials due date listed in the 2021 print/digital issue calendar. Company logo and byline (if applicable) should be submitted as well. *Training's* design and editorial team will lay out the feature in our “Industry Solutions” templated design and return a draft to you for approval.

#### 2-page article (print/digital issue):

Submit 800-1000 words in regular Word (.doc) format, plus 1-5 high-res graphics by the relevant materials due date listed in the 2021 print/digital issue calendar. Company logo and byline (if applicable) should be submitted as well. *Training's* design and editorial team will lay out the feature in our “Industry Solutions” templated design and return a draft to you for approval.

#### Online-only article (content marketing/SEO program):

Submit your full article (1000 words or less) in regular Word (.doc) format, plus 1-3 high-res graphics no less than five (5) business days prior to agreed-upon posting date.

**For production-related questions and all submissions, contact Bethany Lewis at [Bethany@TrainingMag.com](mailto:Bethany@TrainingMag.com) or 612-723-1222.**

### Digital Partner Program

**970 × 250 billboard banner**

**300 × 250 premium square banner**

**300 × 600 skyscraper banner**

#### High-res company logo

- GIF and JPEG files only. (animated content is not allowed for 300 × 250 banners in Training Weekly eNewsletter — please submit at least one static 300 × 250 with your file package)
- 100K max file size per banner.
- Third-party ad serving allowed.
- File and/or ad tags to be provided 3 business days prior to scheduled start date.

### Training Weekly – Text Ads

- 70-80 words and 1-2 hyperlinks per text ad.
- Copy to be provided 3 business days prior to scheduled start date.

### Retargeting

#### All standard IAB banner sizes supported

- GIF and JPEG files only.
- 150K max file size per banner.
- Third-party ad serving allowed.
- File and/or ad tags to be provided 3 business days prior to scheduled start date.

### HTML Opportunities

See separate “HTML info sheet” for full instructions.

### 2021 Quarterly Print + Digital Issue Calendar

Issue	Ad Close	Material Due	Mail*
<b>March</b>	1/15/21	1/21/21	2/23/21
<b>May</b>	3/29/21	4/2/21	5/11/21
<b>September</b>	8/5/21	8/11/21	9/14/21
<b>November</b>	10/1/21	10/8/21	11/16/21

Check with your rep for dates and deadlines for the Online-Only Special Focus Editions.

All dates are current as of 8/13/20.

\*Mail dates are approximate.