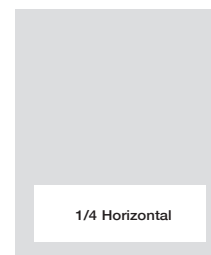
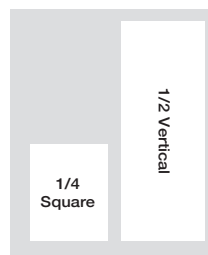
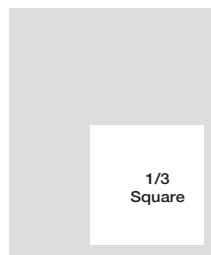
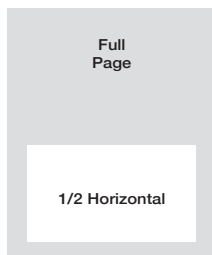


Magazine

Footwear Insight / Footwear Insight | Business Report Quarterly / Team Insight / Textile Insight / runstyle / sportstyle

AD UNIT	DIMENSION
	width x depth
Full Page (Trim Size)	9" x 10-7/8"
1/2 Page Horizontal	8" x 4-1/2"
1/2 Page Vertical	4" x 9-7/8"
1/3 Page Square.....	5.25" x 5.25"
1/4 Page Square.....	3.75" x 4-1/2"
1/4 Page Horizontal	8" x 2-1/2"
Spread (Trim Size)	18" x 10-7/8"



Print Ad Materials Submission • Bleed ads must contain at least 1/4 inch bleed • Press ready PDF file format. • Show crop and registration marks • Maximum File Size:10MB

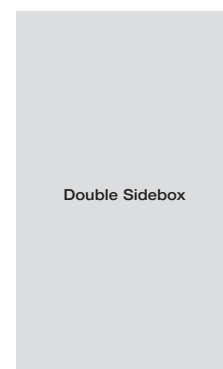
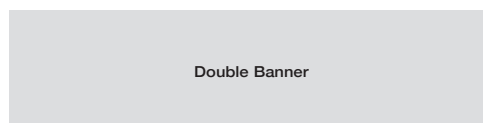
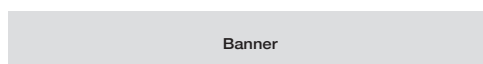
Email Deliveries + Websites

Websites: Footwear Insight / Team Insight / Textile Insight / runstyle / sportstyle

Newsletters: Team Insight Extra

AD UNIT	DIMENSION
	width x depth
Sidebox	300 x 250 px
Double Sidebox	300 x 500 px
Banner	728 x 90 px
Double Banner.....	728 x 180px

(Double dimensions for high resolution displays)



Digital Ad Materials Submission

- File Formats: PNG, GIF, JPG
- File Size: 2MB maximum
- Color RGB • 300 DPI
- Provide URL or email address
- Provide UTM code if tracking

Sponsored Content: Email Deliveries + Websites

Custom Email Campaign

Email Inbox Info

- Subject Line: 140 characters max
- Preview Line: 150 characters max

Email Contents

- Headline: 100 characters (recommended)
- Text:
 - 50 words max (if leading to web article)
 - 750 words max (if all content within email)
- Artwork Area: 600 x 750 px (double for high-res)
- Any videos must be linked to outside hosted site.
- File Formats: PNG, GIF, JPG
- File Size: 2MB max
- Color: RGB at 72 DPI
- Provide contact information
- Provide URL or Email address, UTM code for tracking, and any social media links.

Email Delivery: Magazines and Newsletters

Sponsored Content Block

- Headline text: 60 characters (recommended)
- Text: 50 words max
- Image: High resolution RGB.
- Provide contact information
- Provide URL, Email address, and/or UTM code for tracking
- Includes sponsored content block on website

Website

Sponsored Content Block (No Web Article)

- Headline text: 60 characters (recommended)
- Text: 50 words max
- Image: High resolution RGB.
- Provide contact information
- Provide URL, Email address, and/or UTM code for tracking

Full Web Article (includes Sponsored Content Block)

- Headline: 30 characters max
- Preview Text: 50 words max / Body Text: 750 words max
- Images: High resolution RGB.
- Video capabilities available
 - Embedded Video: Youtube, Vimeo, etc.
- Provide any contact information

Contact Information

Send files by Email

Jeff Nott
jnott@formula4media.com
or your account representative.

For Team Insight ONLY

Mike Jacobsen
mjacobsen@formula4media.com