

Digital and Mobile Advertising Specs

Preparing elements that increase revenue and improve results

SIGNAL



Digital and Mobile Offerings

According to eMarketer™ (January 2012), U.S. online ad spending is set to exceed print, and U.S. mobile ad spending is soaring past expectations. They credit Google's mobile search and advertising business, the appeal of new display inventory on tablet and smartphone devices, and the growing roster of mobile ad networks.

With U.S. online ad spending up 23% to just over \$31 billion last year, eMarketer projects that U.S. mobile ad spending alone will grow 80% to \$2.61 billion in 2012.

Other media reports that users are embracing mobile advertising.

- January 2012: According to ZDNet, citing IBM Benchmark research, during the holiday season, 14.6% of all online sessions on retailer sites were initiated from mobile devices, which is more than double the 5.6% reported for the same period in 2010.
- May 2011: MediaPost cited Mojiva's Mobile Audience Guide in an article called "Mobile Users Are Ad Clickers" which said that 60% of mobile users click on mobile ads at least once a week and of those, 19% click on a mobile ads several times a day.
- From InsightExpress in the same post: Over 84% of users said that 'normal banner ads,' 'video ads,' 'ads that let me interact with them,' or 'animated banner ads' are forms of marketing that would catch their attention.

Today's publisher must be poised to maximize digital and mobile advertising. Here's an overview of advertising opportunities in Texterity's digital and app editions.



Digital Magazine Advertising

Eight kinds of advertising space are available within Texterity's standard digital edition.

Cover Sponsorship - \$800

Location	Right side following publication cover
Size	Full page built to magazine specs
File Formats	High Resolution PDF
Features	Can link to internal pages, external sites
Good use	As a welcome page, to flag new content
Other	Supports multimedia

Blow-In - \$500

Location	Overlays page(s) of choice
Size	Maximum 500w x 300h pixels
File Formats	JPEG, GIF, Animated GIF
Features	Can select page position, link to URL
Good use	To intercept reader and force purchase
Other	Supports multimedia

Web Content (iFrame) Blow-In - \$500

Location	Overlays page(s) of choice
Size	Suggested maximum 500w x 300h pixels
File Formats	HTML (prepared embed code), web URL
Features	Display upon opening page (default) or accessed via hot area on page
Good use	PollDaddy polls, your own Web-hosted content
Other	Does not support external linking (unless link is included in iFramed content) or scaling with zoom



Digital Magazine Advertising

Leaderboard Ad - \$500

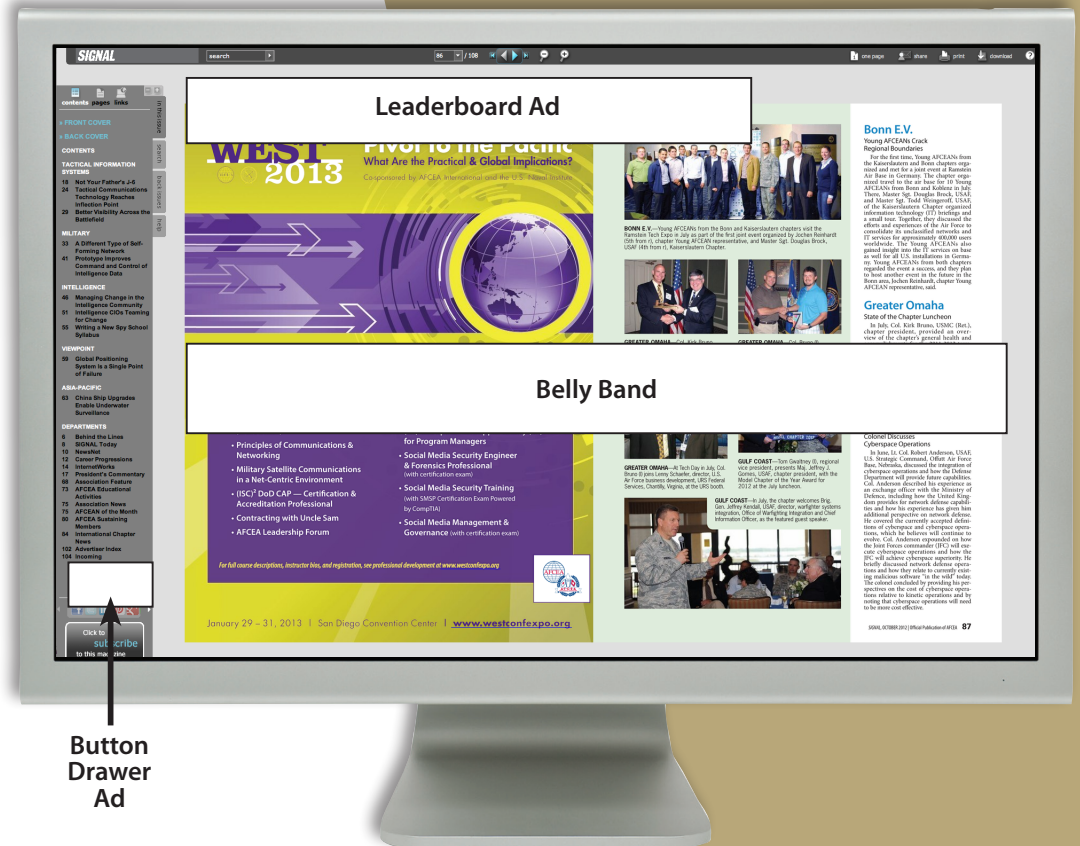
Location	Above the digital issue, within the interface
Size	Industry standard 728w x 90h pixels
File Formats	JPEG, GIF, Animated GIF
Features	Can add JavaScript ad tag, link to URL
Good use	To promote product, commerce, resources, events
Other	Supports multimedia

Button Drawer Ad - \$500

Location	Bottom of left navigation panel
Size	Maximum 180w x 150h pixels
File Formats	JPEG, GIF, Animated GIF
Features	Can add JavaScript ad tag, link to URL
Good use	To sell subscriptions, promote social sharing
Other	Supports multimedia

Belly Band - \$500

Location	Overlays page(s) of choice
Size	Maximum 800w x 175h pixels
File Formats	JPEG, GIF, Animated GIF
Features	Can select page position, link to URL
Good use	Last issue, renewals, event reminders
Other	Supports multimedia



Opportunities for advertising messages are also available within the e-mail alert and on the navigation bar. Please inquire.

Interactive Media

Interactive modules for digital editions and apps

Place advertising on any module—for new sales revenue and increased advertising results.

Texterity has teamed up with The Wonderfactory, a sharp New York City design and brand experience shop, to create a series of cross-platform interactive modules. The first modules available include slideshows, 360° animation and Twitter hashtag feeds.

Interactive modules can be used to enhance editorial or advertising content. Each module can accommodate an advertisement (banner ad) and/or a sponsorship image (logo).

The sponsorship logo is available only when a banner ad is used. The exception is the Twitter module which supports just a banner ad at the bottom. Placement of the banner ad and logo are fixed and not customizable. Interactive modules work cross-platform, and therefore can be used in digital editions and magazine apps.

Banner - Ask For Price

Location	Bottom of module
Size	302w x 38h pixels
File Formats	Static PNG, JPEG, GIF
Provide	URL for banner ad when it is tapped
Note	The ad will open to a screen within the app. Upon closing the screen, the user will still be in the app.

Logo - Ask For Price

Location	Top of module
Size	73w x 39h pixels
File Formats	Static PNG, JPEG, GIF
Note	Logo will be preceded by the words "Powered By."



Audio/Video - \$500

Use video to create a captive audience. Videos are set up to appear on all platforms (digital edition and app). Video on the iPhone and Android smartphones plays in full screen mode; video on the iPad and Kindle Fire plays on the page where it is placed or in full screen mode.

Location	Select page number, request preferred position
Size & Length	Maximum 100MB, 480px wide minimum (recommended), 4 minutes maximum (unless using third party hosting)
Video Formats	MPEG (.mpg, .mp4), Windows Media (.wmv), Flash Video (.flv, .f4v), QuickTime (.mov), AVI (.avi), YouTube (embed URL) is digital edition only
Audio Formats	.mp3, .wav
Note	Audio files will display via the same player framework as video files
iPad Settings	Scaling: Should the video be set to a fixed size, or should it scale with the page? (default: fixed size) Autoplay: Should the video play automatically, or is a click required to play? (default: automatic) Close Button: Should the user be able to close the video? (default: yes) Hidden: Hide video when the page displays, access via a hot area on the page? (default: no)

Please note that smartphones have smaller screens. For the iPhone and Android phones, video is automatically set to a fixed size, a click is required to play, and there is a close button.



Audio/Video

Design

Initial image: For Web: What appears at 3 seconds. For iPad: First frame

Play arrow: Texterity will add

Close button: Texterity will add

Position: Request preferred position as overlay, or add video placeholder to PDF. Note that smartphones display video as full screen once tapped to play.

PDF/Page Setup

Adding a video placeholder is recommended if the video is supposed to look like it's part of the page design. The placeholder will appear for users who are offline on phone apps or the mobile webreader, rather than a blank page area.

If you are allowing space on the page for video, it should be smaller than the video to ensure correct look when media displays.

For video/audio accessed via a hot screen on the page, include the hot area as part of your page design (no placeholder).

Important

Videos for magazine issues with apps cannot have hot links.

Flash animation (.swf) format is not supported.

Videos will not be available for offline viewing.



Mobile App Advertising

Advertising within mobile apps is new to many—and yet it is one of the most promising venues on the horizon. Smartphone ownership doubled in 2011 and 1 in 3 US consumers now own a tablet. According to the November 2011 study, “The Mobile Magazine Reader,” released by the MPA (The Association of Magazine Media) and Affinity Research firm, 73% of tablet and e-reader owners with magazine-branded apps engage with magazine ads.

With regard to magazine-branded apps:

- 90% of users are consuming just as much—if not more—magazine content
- 86% want to share articles or issues
- 59% want the ability to buy products and services directly from ads
- 70% want to be able to purchase directly from editorial features

Two kinds of advertising space are available within mobile apps.

Like digital editions, remember that images and text in the app edition can also be hot linked to websites, request forms, and eCommerce pages.



Mobile App Advertising

Launch Images - \$500

Generic

After a user clicks the icon to launch an app, the launch image displays while the app loads.

The same specs apply to a generic launch image as to a sponsored one.

Sponsored

A sponsored launch image is a second, similar image that contains a sponsor logo or message.

The functionality is the same for iPhone, iPad and Android, although the image will display in different sizes.

Location Displays on the device while the app loads

Size

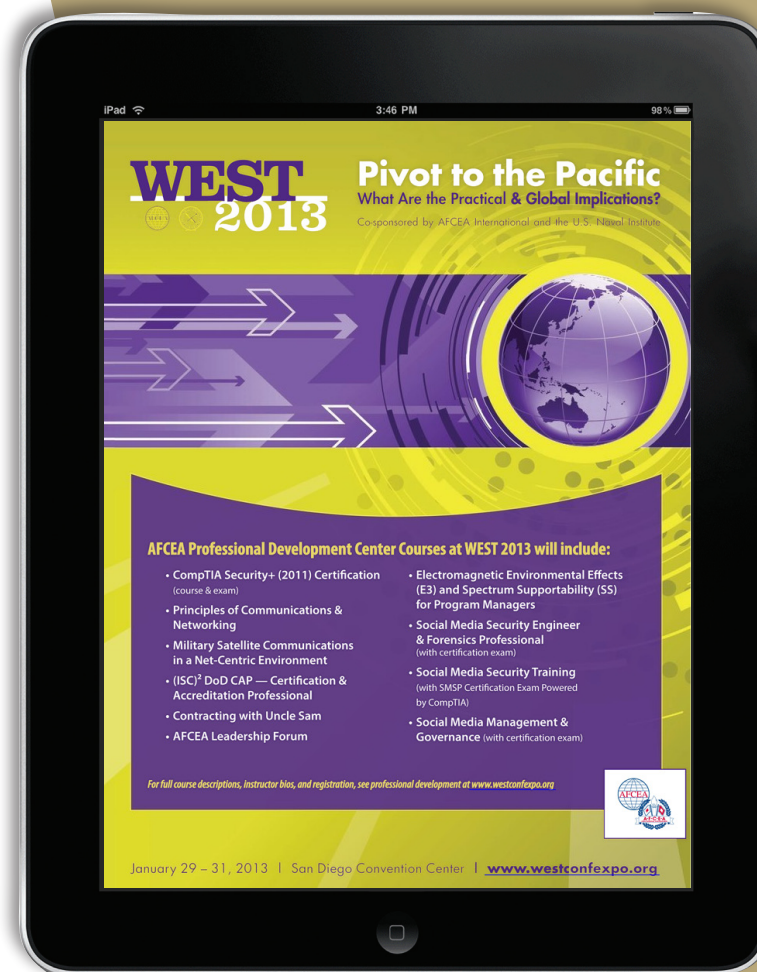
iPhone:	320w x 480h pixels
iPad:	768w x 1024h pixels
Android:	320w x 480h pixels
Kindle Fire:	768w x 1024h pixels

File Format PNG

Design

- * Plan for the upper 20 pixels to be overlapped by the device status bar
- * Allow a 45h x 260w neutral area at the bottom

Good use Image advertising, brand recognition, public relations



Mobile App Advertising

Banners Ads - \$500

Banner ads may be included in the app at launch time or added during the production process. Publishers can sell this space to multiple advertisers, to a single sponsor, or use it to display house ads. Banners can be linked to a website, e-mail address, or to an app in the App Store.

Small

Location iPhone: Home screen, RSS articles, Search results, Magazine article text, Bookmarks

Android: Home screen, RSS articles, Search results, Magazine article text, Bookmarks

Size 320w x 50h pixels

File Format PNG

Medium

Location iPad: RSS articles, Search results, Magazine article text, Bookmarks, Library screen

Kindle Fire: RSS articles, Search results, Magazine article text, Bookmarks, Library screen

Size 728w x 90h pixels

File Format PNG

Large

Location iPad: Library screen, RSS articles, Magazine article text

Kindle Fire: Library screen, RSS articles, Magazine article text

Size 960w x 90h pixels

File Format PNG



Please note: digital edition blow-ins can be adapted for apps. Just provide the content as a properly sized banner ad. Ads appear on all available issues, not to linked to a specific issue. Ads may be submitted as images or as a link to a hosted image. Clicks on Texterity-hosted ads will be tracked. Served ads will not be tracked.

The Audit Bureau of Circulations (ABC and ABC Interactive) issued an important Executive Summary in November, 2011, having polled U.S. and Canadian newspapers, consumer magazines, and business publications during the past two years.

This study confirms that digital and mobile solutions are a “must have” for publishers and that advertising within these formats will become increasingly important:

- 85% of survey respondents currently have mobile content for smartphones, e-readers, or tablet devices, up from 76% last year.
- 83% of consumer magazines and 79% of business magazines have mobile initiatives in place
- 61% of respondents have an iPhone app; 54% have an iPad app
- Two-thirds of respondents said publishers need to focus on two equally important revenue streams—advertising and subscriptions
- Publishers cite these mobile ad opportunities as most valuable:
67% search; 65% store locators; 64% banners; 62% sponsorships; 62% videos
- Most publishers believe that mobile will augment print instead of replacing it
- In the next two years, 57% of U.S. respondents and 22% of Canadian respondents expect that mobile ad revenue will increase

Let us deliver the digital and mobile audience to you.

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