

IMARK

ELECTRICAL
NOW

AD SPECS



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and request access to our private groups

Print Ad Specs

- Files for bleed ads should measure **12.125" h x 10" w** on the outside edge to allow for trim size of **11.875" h x 9.75" w**.
- All live matter should be kept **.5"** from trim on all sides.

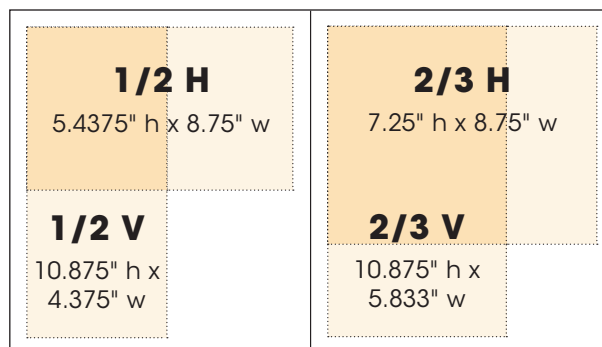
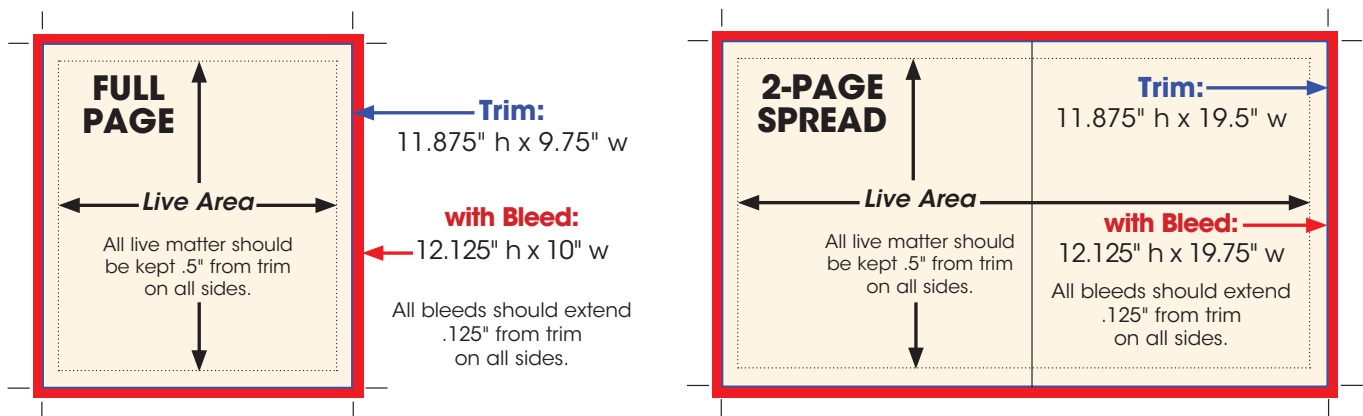
Artwork Guidelines

(ONLY ELECTRONIC FILES ACCEPTED)



**Larger
Publication Size.
See New
Specs.**

- FTP upload
(see <http://cmasolutions.com/upload-artwork/>).
- The preferred format is a PDF file. The file must be Press Optimized PDF. Be sure to include any fonts and images linked to your file. All photos must be high resolution (at least 300dpi). All color ads must be saved as CMYK not RGB. All bleed ads must have the appropriate bleed, extending .125" beyond crop marks that are set to the trim size of 11.875" h x 9.75" w.
- Sending a hard copy color proof is encouraged and is the only way we can ensure color accuracy.
- Files less than 3 MB in size can be sent via email to imarkelectricalads@cmasolutions.com.
- *IMARK Electrical Now* is printed on a high-speed sheet-fed offset press, 4-color process.



Creative Marketing Alliance, the magazine's publisher, can provide design services for an additional charge. Contact Donna Latham at DLatham@cmasolutions.com for more information.

Submit your ad materials via the portal
at www.cmasolutions.com/upload-artwork/.



Website Banner Ad Specs

- Appear on all pages of the web issue
- Rotate every 4 seconds
- Must be jpg files, cannot exceed 40kb
- Will be replaced with current advertisers when next issue is posted

BANNER AD
728 px wide by 100 px high

Sponsor Ad Specs

- Appear with the article indefinitely
- Do not rotate
- Must be jpg files, cannot exceed 80kb

SPONSOR AD
728 px wide by 200 px high

Call to Action Example.

Fill out a return the Call to Action Form on page 5 of the Media Kit for all website banner ads.

Every website banner ad will link to a call-to-action form on imarkgroup.com, which IMARK members can access and review to earn points toward Gold/Platinum status throughout 2023.

Year	Status	Rating	Total Impression	Total Clicks	Total Rating	Total Score
2022	Member	5.0/5.0				

A



Banner Ad Size 728 X 100

B



Banner Ad Size 728 X 100

Sponsor

Sponsor Ad Size 728 X 200

C



Banner Ad Size 728 X 100



To view a short video tutorial showing ad placements and function on the IMARK Website. <https://bit.ly/IMARKweb>

Submit your ad materials via the portal at www.cmasolutions.com/upload-artwork/.

E-Newsletter Ad Specs

Ad Dimensions: 576 px wide by 100 px high

File Format: jpg files only

File Size: Cannot exceed 40KB

BANNER AD
576 px wide by 100 px high

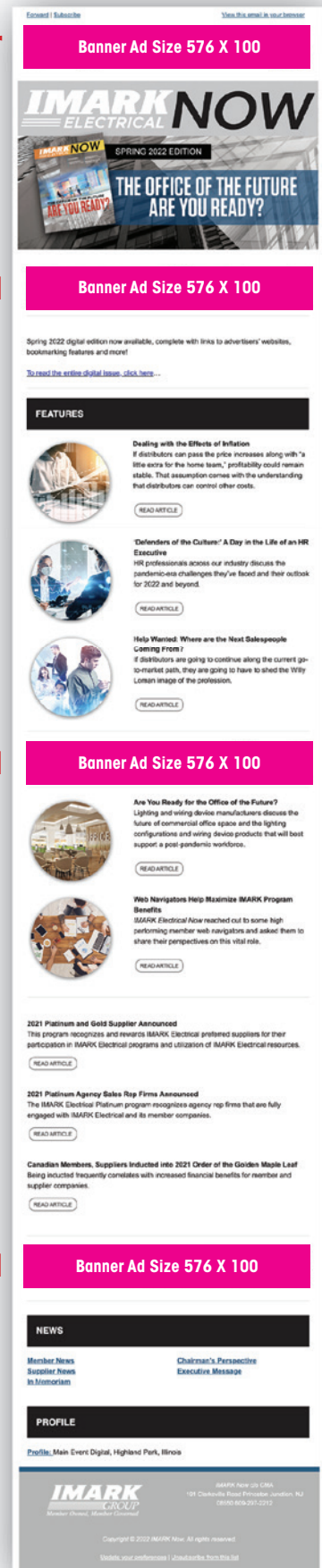
Maximum two ads sold per position. In the event more than two ads are sold for an e-newsletter position, they will be stacked in that position in accordance to the frequency and order they are received.

Header

Leaderboard

Middleboard

Lowerboard



Submit your ad materials via the portal
at www.cmasolutions.com/upload-artwork/.

Social Media and Google Retargeting Ad Specs

For every full page ad purchased in the print edition, advertisers will receive a Facebook or LinkedIn ad for the duration of one week and a Google retargeting ad off of imarkelectricalnow.imarkgroup.com for the duration of one week.

Social Media Ad Specs

Facebook: 940 px wide by 788 px high

LinkedIn: 1024 px wide by 512 px high

Copy should be 500 words or less.

Join our private Facebook group at:
www.facebook.com/groups/imarkelectricalnow/

Like our public Facebook page at:
<https://www.facebook.com/imarkelectricalnow>

Join our member-only LinkedIn group at:
<https://www.linkedin.com/groups/12460195/>

Find our public LinkedIn page at:
<https://www.linkedin.com/company/imarkelectrical>

Google Retargeting Ad Specs

Five (5) ad unit images necessary:

300 px wide by 200 px high

300 px wide by 50 px high

300 px wide x 100 px high

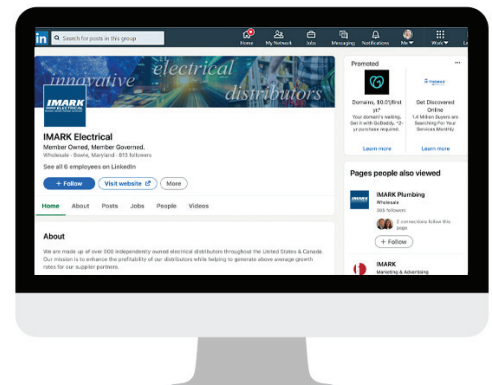
250 px wide x 250 px high

200 px wide x 200 px high

For more information about submitting your social media ad graphic, copy and link and Google retargeting images, email imarkelectricalads@cmasolutions.com.



Private Group



Private Group