

<Click Here> for Instructions on How to Upload Files to the FTP Site.

Print						
Channel	Elements	Trim	Live	Bleed	Color	Format
Main Tab - Full Page	ad art	8.5" x 10.175" (width, height)	8" x 9.675" (width, height)	9" x 10.675" (width x height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Main Tab - Half Page	ad art	8.5" x 5.0875" (width, height)	8" x 4.5875" (width, height)	9" x 5.5875" (width x height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Main Tab - Quarter Page	ad art	4.25" x 5.0875" (width, height)	3.75" x 4.0875" (width, height)	4.75" x 5.5875" (width x height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Main Tab - Footer	ad art	8.5" x 1.5" (width, height)	8" x 1" (width, height)	9" x 2" (width x height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Broadsheet - Full Page	ad art	10.375" x 16.05" (width, height)	9.875" x 15.55" (width, height)	10.875" x 16.55" (width x height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Broadsheet - Half Page	ad art	10.375" x 8.025" (width, height)	9.875" x 7.525" (width, height)	10.875" x 8.525" (width x height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Broadsheet - Quarter Page	ad art	5.1875" x 8.025" (width, height)	4.6875" x 7.525" (width, height)	5.6875" x 8.525" (width x height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Broadsheet - Footer	ad art	10.375" x 1.75" (width, height)	9.875" x 1.25" (width, height)	10.875" x 2.25" (width x height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Coupon Book - Full Page	ad art	7.5" x 4.5" (width, height)	7" x 4" (width, height)	8" x 5" (width x height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Coupon Book - Half Page	ad art	3.6667" x 4.5" (width, height)	3.1667" x 4" (width, height)	4.1667" x 5" (width x height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Coupon Book - Coupon	product image & offer	2" x 2" (width, height)	1.5" x 1.5" (width, height)	2.5" x 2.5" (width x height)	CMYK	300 dpi product image. Offer copy in Word Doc.
Fashion Book (Slim Jim) - Full Page	ad art	6.25" x 9.675" (width, height)	5.75" x 9.175" (width, height)	6.75" x 10.175" (width x height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Fashion Book (Slim Jim) - Half Page	ad art	6.25" x 4.8375" (width, height)	5.75" x 4.3375" (width x height)	6.75" x 5.3375" (width x height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Fashion Book (Slim Jim) - Quarter Page	ad art	3.125" x 4.8375" (width, height)	2.625" x 4.3375" (width x height)	3.625" x 5.3375" (width x height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Glam Book (Square) - Full Page	ad art	9" x 8.54" (width, height)	8.5" x 8.04" (width x height)	9.5" x 9.04" (width x height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Glam Book (Square) - Half Page	ad art	9" x 4.27" (width, height)	8.5" x 3.77" (width x height)	9.5" x 4.77" (width x height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Glam Book (Square) - Quarter Page	ad art	4.5" x 4.27" (width, height)	4" x 3.77" (width x height)	5" x 4.77" (width x height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Glam Book (Square) - Footer	ad art	8.5" x 1.5" (width, height)	8" x 1" (width x height)	9" x 2" (width x height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Pop-ups - Full Page (Outside)	ad art	8.5" x 10.425" (width, height)	8" x 9.925" (width x height)	9" x 10.925" (width x height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Pop-ups - Half Page (Outside)	ad art	8.5" x 5.2125" (width, height)	8" x 4.7512" (width x height)	9" x 5.7125" (width x height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Pop-ups - Quarter Page (Outside)	ad art	4.1667" x 5.2125" (width, height)	3.6667" x 4.7215" (width x height)	4.6667" x 5.7125" (width x height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Pop-ups - Full Page (Inside)	ad art	8.5" x 11.175" (width, height)	8" x 10.675" (width x height)	9" x 11.675" (width x height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Pop-ups - Half Page (Inside)	ad art	8.5" x 5.5875" (width, height)	8" x 5.0875" (width x height)	9" x 6.0875" (width x height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Pop-ups - Quarter Page (Inside)	ad art	4.1667" x 5.5875" (width, height)	3.6667" x 5.0875" (width x height)	4.6667" x 6.0875" (width x height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Pop-ups - Footer	ad art	8.5" x 1.5" (width, height)	8" x 1" (width x height)	9" x 2" (width x height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Supplements - Full Page	ad art	7.5" x 9.3125" (width, height)	7" x 8.8125" (width x height)	8" x 9.8125" (width x height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Supplements - Half Page	ad art	7.5" x 4.6563" (width, height)	7" x 4.1563" (width x height)	8" x 5.1563" (width x height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Supplements - Quarter Page	ad art	3.6667" x 4.6563" (width, height)	3.1667" x 4.1563" (width x height)	4.1667" x 5.1563" (width x height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Supplements - Footer	ad art	7.5" x 1.5" (width, height)	7" x 1" (width, height)	8" x 2" (width x height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Tabloid Ride Along CONUS	ad art	8" x 5" (width, height)	7.5" x 4.5" (width, height)	8.5" x 5.5" (width, height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Express Flyers	product image & offer	4" x 4" (width, height)	3.5" x 3.5" (width, height)	4.5" x 4.5" (width, height)	CMYK	300 dpi product image. Offer copy in Word Doc.
Exchange Employee Magazine	ad art	8" x 10" (width, height)	7.5" x 9.5" (width, height)	8.5" x 10.5" (width, height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Family Magazine	ad art	8.25" x 11.125" (width, height)	7.75" x 10.625" (width, height)	8.75" x 11.625" (width, height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Military Spouse	ad art	8.5" x 11" (width, height)	8" x 10.5" (width, height)	9" x 11.5" (width, height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Stars & Stripes	ad art	10.25" x 13.75" (width, height)	9.75" x 13.25" (width, height)	no	CMYK	Print Ready PDF.
Marvel Comic Book	ad art	6.625" x 10.187" (width, height)	6.125" x 9.687" (width, height)	7.125" x 10.687" (width, height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF. No print marks on PDF.
You Made the Grade Sponsorship	product image & offer			no	CMYK	300 dpi product image. Offer copy in Word Doc.
Digital						
Channel	Elements	Size	Live	Bleed	Color	Format
EXTV Television Network	ad spot	15-60 Sec Spot	na	na	RGB	Pre-made 15, 30 or 60 Sec commercial messages HD720 16 x 9 digital MOV file. Exchange produced content includes Base Production Fee - \$5,294
EXRN Radio Network	ad spot	30-60 Sec Spot	na	na		Audio files can be submitted in MP3 or WAV format and may not exceed one minute. Word Doc if Exchange is producing. Exchange Produced content includes Base Production Fee - \$500
Theater Slides	ad spot	ad art	na	na	RGB	Image size should be 3840 x 2160 at 400DPI/16 bit or better/RGB Spectrum. Format can be a PSD, AI, Tiff, PNG, or JPEG.
Theater Ads	ad spot	15-60 Sec Spot	na	na	RGB	Pre-made 15, 30 or 60 Sec commercial messages compressed HD720 digital MOV files. Exchange produced content includes Base Production Fee - \$5,294
Internet						
Channel	Elements	Size	Live	Bleed	Color	Format
Home Page Rotation Banner	rotating web ad	675 x 360 (width, height)	na	na	RGB	72dpi JPG, GIF, PNG, PDF
Home Page 2nd Tier Static Banner	static web ad	225 x 170 (width, height)	na	na	RGB	72dpi JPG, GIF, PNG, PDF
Department Top Banner	static web ad	718 x 165 (width, height)	na	na	RGB	72dpi JPG, GIF, PNG, PDF
Department Left Static Banner	static web ad	210 x 400 (width, height)	na	na	RGB	72dpi JPG, GIF, PNG, PDF
Email Blast Lower Tier Block	static web ad	210 x 170 (width, height)	na	na	RGB	72dpi JPG, GIF, PNG, PDF
Email Blast Vendor Specific	static web ad	670 x 400-700 (width, height)	na	na	RGB	72dpi JPG, GIF, PNG, PDF
Box Stuffer	printed	variable	variable	yes	RGB	300 dpi Format can be a PSD, AI, Tiff, PNG, or JPEG.
OpBeFit.com - Tower Ad	static web ad	150x480 (width, height)	na	na	RGB	72dpi JPG, GIF, PNG, PDF
OpBeFit.com - Bottom Ad	static web ad	350x 150 (width, height)	na	na	RGB	72dpi JPG, GIF, PNG, PDF
Social Media						
Channel	Elements	Size	Live	Bleed	Color	Format
Facebook Post Premium	ad art	600 x 600 (width, height)	na	na	RGB	72dpi JPG, GIF, PNG, PDF (character limit 5,000)
Facebook Post Standard	copy	200 words or less	na	na	RGB	72dpi JPG, GIF, PNG, PDF (character limit 5,000)

YouTube			na	na	RGB	Digital WAV or MOV files
Twitter			na	na	RGB	(character limit 140)
Salute to Your Service Blog	copy + art	500 words or less; size variable	na	na	RGB	(character limit 5,000)
Pinterest	art		na	na	RGB	72dpi JPG, GIF, PNG, PDF (character limit 5,000)
Mobile Marketing	copy + offer		na	na	RGB	(character limit 149)
<b>Point of Purchase Signing</b>						
<b>Channel</b>	<b>Elements</b>	<b>Trim Size</b>	<b>Live</b>	<b>Bleed</b>	<b>Color</b>	<b>Format</b>
Bag stuffer	ad art	5" x 7" (width, height)	4.5" x 6.5" (width, height)	5.5" x 7.5" (width, height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Banner-(External) Horizontal	ad art	10' x 3' (width, height)	9.75' x 2.75' (width, height)	10.75' x 3.75' (width, height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Banners-Fabric (Autopole Vertical Banners)	ad art	24" x 72" (width, height)	22" x 70" (width, height)	26" x 74" (width, height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Category Header	ad art	48" x 8" (width, height)	46" x 6" (width, height)	50" x 10" (width, height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Cooler Door Clings	ad art	5.5" x 5.5" (width, height)	5" x 5" (width, height)	6" x 6" (width, height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Flyers	ad art	4" x 8" (width, height)	3.5" x 7.5" (width, height)	4.5" x 8.5" (width, height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Dangler	ad art	24" diameter	22" diameter	26" diameter	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Decal Door	ad art	Varies	Varies	Varies	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Endcap Inserts	ad art	28.75" x 7.75" (width, height)	27.75" x 6.75" (width, height)	29.75" x 8.75" (width, height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Endcap Panels	ad art	28.75" x 20.81" (width, height)	27.75" x 19.81" (width, height)	29.75" x 21.81" (width, height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Translite/Duratran 24" x 30"	ad art	24" x 30" (width, height)	22" x 28" (width, height)	26" x 32" (width, height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Translite/Duratran 36" x 48"	ad art	36" x 48" (width, height)	34" x 46" (width, height)	38" x 50" (width, height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Poster	ad art	22" x 28" (width, height)	20" x 26" (width, height)	24" x 30" (width, height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
Table Tent	ad art	5" x 8" (width, height)	4.5" x 7.5" (width, height)	5.5" x 8.5" (width, height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.
<b>Exchange Credit Program</b>						
<b>Channel</b>	<b>Elements</b>	<b>Size</b>	<b>Live</b>	<b>Bleed</b>	<b>Color</b>	<b>Format</b>
Laser Ad on Statement	ad art	7" x 2" (width, height)	6.5" x 1.5" (width, height)	7.5" x 2.5" (width, height)	CMYK	300 dpi.Print-ready pdf
Laser Ad on Return Envelope	ad art	7" x 2" (width, height)	6.5" x 1.5" (width, height)	7.5" x 2.5" (width, height)	B&W	300 dpi. Print-ready pdf
Credit Card Statement Inserts	ad art	7.5" x 3.5" (width, height)	7" x 3" (width, height)	8" x 4" (width, height)	CMYK	300 dpi.Print-ready pdf
<b>Additional Opportunities</b>						
<b>Channel</b>	<b>Elements</b>	<b>Size</b>	<b>Live</b>	<b>Bleed</b>	<b>Color</b>	<b>Format</b>
Pump Topper	Product Image, Offer, Logo	image size 20" x 12" (width, height)	18" x 10" (width, height)	22" x 14" (width, height)	CMYK	300 dpi image. vector logo
Column Communicator	Product Image, Offer, Logo	image size 17"x 35" (width, height)	15" x 33" (width, height)	19" x 37" (width, height)	CMYK	300 dpi image. vector logo
Window Clings	Product Image, Offer, Logo	image size 36" x 48"/ 22" x 28" (width, height)	34" x 46"/ 20" x 26" (width, height)	36" x 50" / 24" x 30" (width, height)	CMYK	300 dpi image. vector logo
Floor Decals	Ad art	36" Round	34" Round	38" Round	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and Hi res PDF.
Asphalt Decals	Ad art	36" Round	34" Round	38" Round	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and Hi res PDF.
Window Washer Signing	Ad art	10.5" x 11" x 12"	10" x 10.5" x 11.5"	11" x 11.5" x 12.5"	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and Hi res PDF.
Trayliners	Ad art	14" x 10" (width, height)	13.5" x 11.5" (width, height)	14.5" x 10.5" (width, height)	CMYK	300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and Hi res PDF.
Pin Pad	Ad art	320 x 240 (width, height)	na	na	RGB	72 dpi image.gif format.
Truck Fleet Graphics	Ad art	53' ft	na	na	CMYK	Ad on Exchange provided template. 300 dpi packaged Adobe CS6 (or lower) native art files. Include all fonts, links and PDF.