

# COMMERCIAL BAKING™

## **Print and Digital Advertising Product Specifications**

Updated: January 2024

# 1.) Magazine

## POSITIONS

### SIZE IN INCHES

All ads must be with bleed

SIZE	TRIM SIZE	WITH BLEED
SPREAD	16 x 10.75	16.25 x 11
1/2 HALF SPREAD	16 x 5.375	16.25 x 5.625
FULL PAGE	8 x 10.75	8.25 x 11
1/2 HORIZONTAL	8 x 5.375	8.25 x 5.625
1/2 VERTICAL	4 x 10.75	4.25 x 11

### SIZE IN MILLIMETERS

All ads must be with bleed

SIZE	TRIM SIZE	WITH BLEED
SPREAD	406.4 x 273.05	412.75 x 279.4
1/2 HALF SPREAD	406.4 x 136.525	412.75 x 142.875
FULL PAGE	203.2 x 273.05	209.55 x 279.4
1/2 HORIZONTAL	203.2 x 136.525	209.55 x 142.875
1/2 VERTICAL	101.6 x 273.05	107.95 x 279.4

# PRINT AD MATERIALS SPECS

**Printing:** Offset

**Binding:** Perfect

**Paper:** Cover: 119 lb. coated; Body: 60 lb. matte

**Live Area:**

- All ad sizes: Minimum 0.375" on all sides.
- Special Notes:
  - o 0.5" is recommended to accommodate gutter/binding and aid in readability of critical text and graphics.
  - o Impact on graphics crossing the binding for spread ads should also be considered.

**Material Required:** PDF/X-1a 2001. Graphic images resolution should be at least 300 dpi and converted to CMYK, minimum 150-line screen. Bitmap images and QR code resolution must be 1200 dpi. Laser proofs are for content only.

**Colors Available:** Publication prints standard 4-color process. PMS colors will be converted to the U.S. Web Coated (SWOP) v2 profile. Metallic, PMS and 5th colors are printed at additional cost.

**4-Color Density Specifications:** Total density of all colors combined in any one area should not exceed 300%. Only one solid color should be used in any one area.

**Preferred Media:** E-mail. PDF/X-1a files

**Materials Due:** All materials must be received by the 15th of the month preceding publication.

**Uploading:** Ad files should be submitted via **AdShuttle**, an online advertising and ad preflight portal for submitting and processing magazine advertisements. Here is the link: <https://www.adshuttle.com/CommercialBaking>. AdShuttle allows you to submit, view and approve your advertisement before it appears in issue. Please be sure to check the appropriate options (i.e. Bleed or No-Bleed, etc.). You will be notified of preflight acceptance or if there are issues. You will be asked to approve or modify your ad. The 24/7 help and support line can answer any questions you have. AdShuttle is the industry standard for print advertising. If you already registered and used this system, your current username and password will also work for our site. If you have not used AdShuttle, take a moment to create a username, password and profile. You'll then receive an activation email.

Hyperlinks and QR codes for digital edition should be submitted separately to your sales rep.

**Creative Services:** At advertiser's request, publisher may arrange for a specialized range of design, digital and media services. Services may include the creation of advertisements, typeset in display materials, ad alterations, etc. The advertiser will be billed \$100 per hour. A digital soft proof will be provided upon request to the advertiser if production deadlines are met.

# ADVERTORIAL SPECS

**File Format:** Please submit a high-resolution PDF/X-1a file of the finished pages in a spreads (not single-page) format. You may also submit an InDesign (.indd) document along with all image and font files used for proper linking; we recommend sharing this format via SharePoint or Google Drive.

**Page Format:** Each advertorial will run as a spread (2 single pages side-by-side). Please submit your materials to us as a spread with a total size of 16.25 x 11". (These dimensions includes two 8 x 10.75" pages and the required 0.125" bleed on all outer edges.)

- Refer to page 2 of this document for additional details on page dimensions, trim size and bleed.

**Live Area:**

- To allow for *Commercial Baking* formatting (page numbers, "advertorial" tag at top of righthand page, etc.), please keep the bottom 0.75" and top 1.2" of each page clear.
- 0.5" left and right margins recommended to accommodate gutter/binding and visibility of text and graphics.
- Impact on graphics crossing the binding for spreads should also be considered.

**Image Requirements:** Graphic images resolution should be at least 300 dpi and converted to CMYK, minimum 150-line screen.

**Colors Available:** Publication prints standard 4-color process. PMS colors will be converted to the U.S. Web Coated (SWOP) v2 profile. Metallic, PMS and 5th colors are printed at additional cost.

**4-Color Density Specifications:** Total density of all colors combined in any one area should not exceed 300%. Only one solid color should be used in any one area.

**Materials Due:** All materials must be received by the 15th of the month preceding publication.

**Submission:** Please email materials directly to Steve (steve@avantfoodmedia.com) or Paul (paul@avantfoodmedia.com).

**Creative Services:** At advertiser's request, publisher may arrange for a specialized range of design, digital and media services. Services may include the creation of advertisements, typeset in display materials, ad alterations, etc. The advertiser will be billed \$100 per hour. A digital soft proof will be provided upon request to the advertiser if production deadlines are met.

# 2.) Website

## POSITIONS

### **Leaderboard or Footerboard**

728 x 90 pixels — desktop

### **Medium Rectangle (righthand column)**

300 x 250 pixels

## WEBSITE MATERIALS SPECS

**File Size:** 200k Maximum

**Format:** PNG, JPEG, GIF, animated GIF, HTML5 and 3rd Party Tags. If submitting 3rd Party Tags for a blockbuster, separate tags are needed for desktop and mobile sizes. Flash (SWF) is not accepted. Video ads are acceptable using ISSUU digital platform.

**Resolution:** 72 dpi, Color depth: 8 bit (256 colors)

Ads with white backgrounds must have a visible 1-pixel border

**Materials Due:** All materials must be received 15 business days prior to the launch month. Send all digital ad materials directly to Steve ([steve@avantfoodmedia.com](mailto:steve@avantfoodmedia.com)) or Paul ([paul@avantfoodmedia.com](mailto:paul@avantfoodmedia.com)).

# 3.) Newsletters

## POSITIONS

**Expanded Leaderboard/Footerboard:** 550 x 150 pixels

**Medium Rectangle:** 300 x 250 pixels

**Materials Due:** All materials must be received 15 business days prior to the launch date. Send all digital ad materials directly to Steve (steve@avantfoodmedia.com) or Paul (paul@avantfoodmedia.com).

## NEWSLETTER MATERIALS SPECS

**File Size:** 50k maximum

**Format:** PNG, JPEG, GIF, animated GIF. Animated gifs only display the first frame of animation in Outlook versions prior to 2016. If you are submitting an animated gif, please be sure your logo and most pertinent content is on the first frame. 1x1 tracking pixels are not accepted for newsletter ads.

**Resolution:** 72 dpi

# 4.) E-Mail/Automated E-Mail Marketing Campaigns

**File Format(s):** HTML only (to be provided by advertiser). JPEG, GIF and PDF are not acceptable file formats. (Code generated from MailChimp, Constant Contact and other similar email services are not accepted. It is a violation of their policy to use their code other than through their service. This code also does not render properly outside of their email service).

## EMC/AMC MATERIALS SPECS

- We recommend a maximum of 600 pixels width. Length can vary.
- All links must be coded into the HTML file.
- Text should be coded as HTML text rather than imbedded in images.
- Full image paths in the code must be used (ex: <http://www.domain.com/images/graphic1.jpg>) and images hosted on your server.
- Do not use Flash, Rich Media, Javascript or Image Maps. The use of Image Maps does not allow our system to track clicks.
- Links to "mailto" addresses cannot be tracked.
- Submit HTML.
- Specify the subject line.
- Send seed lists: Specify the e-mail addresses of those who need to receive the

**Materials Due:** All materials must be received 15 business days prior to the launch date. Send all EMC and AMC materials (HTML, subject line and seed list ) directly to Steve ([steve@avantfoodmedia.com](mailto:steve@avantfoodmedia.com)) or Paul ([paul@avantfoodmedia.com](mailto:paul@avantfoodmedia.com)).

### File Requirements

File Size: 200k Maximum

Format: JPEG, GIF, animated GIF, HTML5 and 3rd Party Tags. If submitting 3rd Party Tags for a leaderboard, separate tags are needed for desktop and mobile sizes. Flash (SWF) is not accepted.

Resolution: 72 dpi

Color depth: 8 bit (256 colors)

Ads with white backgrounds must have a visible 1-pixel border.

**Creative Services:** At advertiser's request, publisher may perform a specialized range of design, digital and media services in-house. Services may include the creation of advertisements, typeset in display material, ad alterations, etc. The advertiser will be billed \$100 per hour. A digital soft proof will be provided upon request to the advertiser if production deadlines are met.

# 5.) Videos

**Materials Due:** All materials must be received 15 business days prior to the launch date. Send all digital ad materials (video file, subject line and seed list ) directly to Steve (steve@avantfoodmedia.com) or Paul (paul@avantfoodmedia.com).

## Materials

Video title and description must be submitted for all digital edition sponsorships and video channel placements. YouTube links are not allowed.

Title: up to 55 characters (including spaces)

Short Description: up to 150 characters (including spaces)

Long Description: 500 - 800 characters (including spaces)

**CODECS** — Commercialbaking.com encodes all uploaded video to the H.264 codec and therefore recommends for best quality that all source video also be encoded to H.264.

Video: H.264

Audio MP3: (160 kbps)

## Other Acceptable CODECS

Video: MPEG-1, MPEG-2, MPEG-4, VP6, VP5, H.263, WMV, MJPEG

Audio: AAC (128 kbps), WMA, MP2, WAV, ADPCM

**File Size** — The maximum supported media file size is 5 GB before uploading.

**Interlace** — All media should be de-interlaced before uploading. Interlaced video does not display well on computer screens.

**Frame Rate** — Recommended frame rates are 24 (23.98), 25, or 30 (29.97) frames per second (fps). Settings that are larger than these recommendations are acceptable but may result in poor user viewing experiences due to high CPU usage.

**Bitrate** — A bit rate of at least 1500 kilobits per second (kbps) is recommended for HD quality.

**Aspect Ratio** — Virtually any aspect ratio (including 16:9 widescreen and 4:3 standard) is supported, however 16:9 is recommended.

**Frame Size** — Commercialbaking.com recommends that the original file be encoded to a frame size that matches the desired aspect ratio (e.g. 1024x576 pixels for 16:9 widescreen or 1024x768 pixels for 4:3 standard. The recommended frame sizes for our preferred 16:9 aspect ratio are 640x360, 1024x576, or 1280x720 pixels. For videos that are intended to be displayed in full-screen mode a minimum width of 1024 pixels is recommended.