



Tablet Media Production Guidelines

Essential Tablet Solution (ETS) & ETS Plus

Tablet Edition Description
Promotional message of 100 words or less (approx. 725 characters including spaces) <ul style="list-style-type: none">• May include HTML links
Tablet Media Kit URL
Hyperlink to Tablet Edition Media Opportunities <ul style="list-style-type: none">• Links directly to tablet media kit
App URL
<ul style="list-style-type: none">• Links to media property's app. May submit up to 2.
Tablet Cover Image
Accepted: Representation of tablet media. Images supplemented with ad copy are not accepted. <ul style="list-style-type: none">• Size: 150px wide x 200px high (<i>neither dimension can be larger, but either can be smaller</i>)• File format: JPEG, GIF, PNG• 72 dpi, RGB

Essential Tablet Solution Plus (Only)

IAB Ad Units	Ad Size	Maxium File Size	Acceptable Formats
Wide Skyscraper	160 x 600	40K	GIF, JPEG
Leaderboard	728 x 90	40K	GIF, JPEG

Delivery Instructions

Upload your materials to: <http://advertising.srds.com>
(Please do not use special characters in file name)

From your server: Send us the URL and we will pick up your creative from your Web server.

Mail: Zip or CD-Rom
Gail Kuzuhara
SRDS Production
1700 Higgins Road, 5th floor
Des Plaines, IL 60018-5610

Materials post within five business days of receipt.



Tablet Media Kit Production Guidelines

Interactive Media Kit for Tablet Editions

This program is created and hosted by SRDS for an annual fee

Tablet Media Kit Images and Descriptions (up to 10)

Accepted: Representation of tablet media. Images supplemented with ad copy are not accepted. Descriptions up to 100 words or less (approx. 725 characters including spaces).

- **Size:** 768px wide x 1004px high (*portrait mode only*)
- **File format:** JPEG, GIF, PNG
- 72 dpi, RGB

App URL

- Link to preferred media property app



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