THE ACADEMY ADVANTAGE
WEEKLY E-NEWSLETTER

AD SUBMISSION GUIDELINES:
- Static JPG, GIF or PNG
- Animations are accepted but should not exceed 5 seconds in length
  - Colors: Non-transparent, RGB
  - Resolution: 72 dpi
  - File size max limit: 100 KB
- Banners with a white background must have a minimum 1-pixel border to differentiate ad from editorial content

VIDEO - TEXT SUBMISSION GUIDELINES:
- Headline: 40 characters, excluding spaces
- Ad Copy: 250 characters, excluding spaces
- Click through URL
- Static image. 50k maximum; GIF/JPEG/PNG
- File Size: 500 MB max 100 MB or less preferred
- Length: No more than one minute
- Aspect Ratio: 16x9 (HD) or 4x3 (SD)
- Accepted Formats: MP4, YouTube link, MOV (Quicktime) WMV, MPEG-4, FLV, ETC
- Framerate: 30 FPS minimum
- Preferred Data Rate: 2000 kbits/sec (SD) / 5000 kbits/sec (HD)
- Resolution: 640×480 (SD) / 1280×720 (HD)
- Deinterlacing on: YES
- Audio: 320 kbps / 44.100 kHz

PRODUCT SPOTLIGHT E-BLAST

SUBMISSION GUIDELINES:
- All emails are subject to the Academy's approval
- 50-character max for subject line and preheader
- All emails will be sent to the sponsor for their final approval prior to deployment

HTML CODE SUBMISSION GUIDELINES:
- Emails may not contain attachments, should be less than 1 MB, and must be in an HTML format that does not contain absolute positioning or JavaScript
- Emails should not be a single JPEG, GIF, or PDF file
- Graphics and images must be linked from a web server, not embedded in the communication
- Limit the design width to no more than 650px
- Design with tables and nested tables
- Code links on one line
- Use inline styling

SOCIAL MEDIA POST

SUBMISSION GUIDELINES:
- All posts are subject to the Academy's approval
- Post description not to exceed 280 characters - not including spaces
- Recommended image size: 1200 x 628 pixels
- Minimum width and hight: 600 pixels
- Formats accepted: JPG and PNG
- Post will be sent to Facebook, LinkedIn, Twitter, and Instagram

www.oandp.org

SCIENTIFIC SOCIETIES E-BLAST

SUBMISSION GUIDELINES:
- All emails are subject to the Academy's approval
- 50-character max for subject line and preheader
- All emails will be sent to the sponsor for their final approval prior to deployment

HTML CODE SUBMISSION GUIDELINES:
- Emails may not contain attachments, should be less than 1 MB, and must be in an HTML format that does not contain absolute positioning or JavaScript
- Emails should not be a single JPEG, GIF, or PDF file
- Graphics and images must be linked from a web server, not embedded in the communication
- Limit the design width to no more than 650px
- Design with tables and nested tables
- Code links on one line
- Use inline styling

EDUCATIONAL SEMINAR SPONSORSHIP

SUBMISSION GUIDELINES:
- Accepted Formats: MP4, YouTube link, MOV (QuickTime) WMV, MPEG-4, FLV, ETC
- Must not be longer than 20-seconds

PODCASTS

SUBMISSION GUIDELINES
- Sponsors may promote product(s)/ service(s) in their podcast as long as the primary focus is educational. The guest speaker of the sponsored podcast should ideally be a clinician.
- All podcast require a 30-minute pre-show call followed by a 60-minute recording call. All presenters will have to provide the following:
  - Presenter name
  - Presenter email
  - Presenter 50-word bio
  - Presenter head shot
  - Topic of discussion plus supporting details. A show floor guide will be developed based off the supporting details provided for the pre-show and recording call.
- Recordings can be recorded live on-site at the Annual Meeting if preferred.

THE *ACADEMY TODAY*
QUARTERLY MAGAZINE

EDITORIAL REQUIREMENTS:

Sponsors may promote product(s) in their two-page editorial as long as the primary focus of the article is educational. Once the article is accepted for publication, a quiz is created based on the article content and placed in the Online Learning Center (OLC). Clinicians can read the article in the *Academy TODAY* and then take the corresponding quiz to earn continuing education credits. Sponsors are encouraged to include clinical evidence and present material objectively.

WORDS PER PAGE:

The maximum number of words that will fit on a page with a one-line headline, a one-line byline, and no artwork or subheads is approximately 825 (body text set at 10/12 pt on a 3-column grid).* The inclusion of a longer headline or byline, as well as a deck, subheads, pull quotes, bulleted lists, captions, images, etc., will take away from the number of words that will fit on a page. However, many of these elements make for a more attractive layout. Please use the information below as a general guide when adding elements to an article.

EDITORIAL ELEMENTS:

For each of the following editorial layout elements, subtract the following number of words from the maximum word count to find out if your content will fit on the page. All counts are approximate.

- Headline: For each additional line, subtract 30−40 words.
- Byline: For each additional line, subtract 10−13 words.
- Subhead: For each one-line subhead, subtract 20−25 words.
- Image (1 col x 1 1/2 in): For each image, subtract 100−125 words.
- Caption: For each line of caption, subtract 10−13 words.

The recommended length of the sponsored editorial is 1,200−1,300 words. Editorials that are more than 1,650 words long will be returned to the sponsor for editing.

PRINT ADVERTISING TERMS & MECHANICALS

DIGITAL FILE REQUIREMENTS:

The *Academy TODAY* is produced in Adobe InDesign. Ad files may be submitted as press-resolution PDF files if all fonts and images are included in the file. Instructions for creating PDF files from standard software applications compliant with our printer are available upon request.

DIGITAL INSTRUCTIONS:

CMYK or gray scale images must be a minimum of 300 dpi. If you include crop marks on your ad, place them in the slug area, not in the .25" bleed space.

Specifications: The *Academy TODAY* is printed on 60-80# coated paper stock direct-to-plate on a web press with 150-line screen in 4-color. Binding is perfect bound. The trim size is 8.25" x 10.875". Bleeds of .25" are required by the printer. Keep all text and important logos/fine print inside the live area of 7.75" x 10.375".

AD SUBMISSION GUIDELINES

- All articles are subject to the Academy's approval.
- We accept Illustrator, InDesign, Photoshop, Quark XPress, and press-quality PDF files.
- Please collect and include all linked image files. Use high resolution images of at least 300 dpi. Acceptable image file formats are JPEG, TIFF, or EPS. Save EPS files with ENCODING BINARY selected. Save TIFF files with LZW image compression UNCHECKED. Save JPEG files at the highest quality with no compression.
- Include all screen and printer fonts or embed or outline fonts. Do not stylize type.
- All colors must be CMYK. RGB and LAB colors will not be accepted. Please convert spot or Pantone® colors to CMYK process. We cannot guarantee color reproduction for any file submitted with RGB or LAB colors.
- We cannot not be held responsible for advertisements received without a laser-printed color proof or PDF proof.

QUIZ SUBMISSION GUIDELINES

Please submit a 10 question quiz utilizing **this template**. This quiz should include a mix of true/false and multiple choice questions on information gathered from your article.

Academy TODAY Page Specs
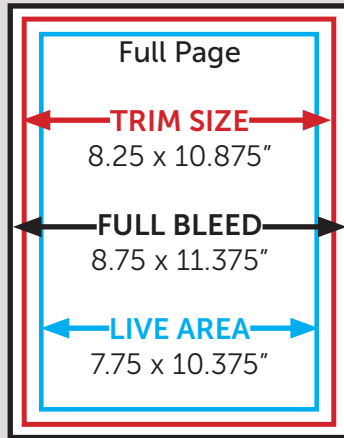
FULL PAGE AD

TRIM SIZE is 8.25 x 10.875"

BLEED SIZE is 8.75 x 11.37"

LIVE AREA is 7.75 x 10.375"

Full Page

TRIM SIZE
8.25 x 10.875"

FULL BLEED
8.75 x 11.375"

LIVE AREA
7.75 x 10.375"

2-page Spread Non-bleed

TRIM SIZE: 16.5 x 10.875"
FULL BLEED: 16 x 10.375"
LIVE AREA: 15.5 x 10.375"

2-page Spread Full-bleed

TRIM SIZE: 16.5 x 10.875"
FULL BLEED: 17 x 11.375"
LIVE AREA: 15.5 x 10"