

2017 CFO Magazine Ad Specifications

Magazine Specs	Live	Trim	Bleed
Full Page	73/8" x 97/8"	8" x 101/2"	81/4" x 103/4"
Spread	153/8" x 97/8"	16" x 101/2"	161/4" x 103/4"
Junior Spread	1511/16" x 413/16"	16 x 51/8"	161/4" x 51/4"
1/2 Page Horizontal	67/8" x 45/8"	8" x 51/8"	81/4" x 51/4"
1/3 Page Vertical	21/4" x 105/8"	21/2" x 107/8"	23/4" x 111/8"

File Format and Preparation

- Please submit a Press Quality PDF. All images must be a minimum of 300 dpi and CMYK colorspace. Spot colors and 5th colors are not allowed. All fonts and images must be embedded in the PDF.
- Include standard trim, bleed and center marks in all separations.
All printer marks must be offset 1/4" so they are not inside or touching the bleed area.
- Use only postscript fonts or TrueType. Multiple Master fonts are not accepted.
- Include only 1 page or 1 spread per file.

Proofs

For color quality control, please submit a color-accurate contact proof (i.e., Kodak Approval, CREO Spectrum, Iris Realist) made from the supplied file. Proofs must meet all SWOP specifications and must include a 6mm 5%, 25%, 50%, 75%, and 100% CMYK patch strip.

Material Submission

Please email PDFs to production@cfo.com.

Mail ad proofs to:
ATTN: Production Department
CFO Publishing
295 Devonshire St., Suite 310
Boston, MA 02110

QUESTIONS?

Please email print questions to production@cfo.com

2017 CFO.com Ad Specifications

(Third party creative must be supplied 48 hours prior to launch)

CFO.com Specs	Format	File Size
Banners (728x90) Large IMUs (300x250 & 300x600)	Standard ads which are either .gif or .jpg. Animation not to exceed 30 seconds. Banners should not contain rapid animation or include strobing sequences.	30k maximum
Full-Page Interstitial (800x400) (640x480)	Standard ads which are either .gif or .jpg. Animation not to exceed 30 seconds. Should not contain rapid animation or strobing sequences. (Interstitial is limited to 1,000 impressions/day; 30,000/month)	50k maximum
Expandable Rich Media <ul style="list-style-type: none"> • 300x250 (expands to 560x300) — opens left • 970x90 (expands down to 970x180) 	<p>Interactive Marketing Units that use rich media technologies such as HTML, Flash and Java. Animation not to exceed 30 seconds. Banners should not contain rapid animation or include strobing sequences. Tags/creative must be sent ahead at least five business days prior to launch to allow testing and ad server implementation.</p> <p>Due to variables with user and network settings, CFO cannot guarantee functionality across all platforms and devices.</p>	Up to 30k initial load (25k for 300x250). Up to 3 additional loads of up to 50k each may be initiated after a user clicks on the creative.
Video	Please supply an electronic version. This must be high quality and compressed.	Screen size is 320x240. Panel Aspect Ratio is 4:3. Pre-roll is 1-15 seconds. Post-roll has no minimum or maximum.
Sponsored Links	Standard text that includes a header, body and URL. Basic HTML formatting is accepted (bold, italics, hyper-linked phrases). Please send all text-based creative in a MS Word or Notepad file.	The text should be a maximum of 250 characters including spaces and a hyperlink. The body of the text may not exceed 4 lines.
Newsletter Banners <ul style="list-style-type: none"> • Weekly: 728x90 • Daily: 728x90 	<p>GIF, JPEG, (NO flash files, expandable media, or animated GIFs)</p> <p>Due to variables with user and network settings CFO Publishing cannot guarantee functionality across all platforms and devices.</p>	15k maximum. Alt text should be 20 characters or less. All supplied target URLs must be active when Ad is submitted.