

Ad Specs

Digital Banner Ad Specs

DESKTOP BROWSER CREATIVE SPECIFICATIONS

CREATIVE DIMENSIONS	300X250 pixels 300x600 pixels 728x90 pixels 970x90 pixels 970x250 pixels
FILE FORMAT	.jpeg, .gif, animated .gif, html5
MAXIMUM FILE SIZE	200 kb
ANIMATION LENGTH	15 seconds

CREATIVE DEADLINES

STANDARD BANNER CAMPAIGNS	5 business days prior to launch date
RICH MEDIA CAMPAIGNS	10 business days prior to launch date

AD TRAFFICKING

CHRONICLE-TRAFFICKED ADS	Advertiser must submit the image file along with alive, click-through URL
THIRD-PARTY AD TRAFFICKING	<p>We gladly accepts tags from third-party ad servers. The Chronicle is a DoubleClick DART site. Below are the specifications for banner tags</p> <p>If trafficked through DoubleClick, tags must be formatted as internal redirects</p> <p>Images may be .jpeg, .gif, or animated .gif</p> <p>If trafficked through a third-party ad server other than DoubleClick, tags must be formatted as standard redirects</p>

RICH MEDIA

RICH MEDIA

Default creative must be submitted with all rich media files

Audio/Video: User initiated (on-click) only ad must display visual “stop” or “pause” button

Frames per second: minimum of 24 fps

Prior to submission, creative should be tested for stability across all user platforms

Newsletter

DAILY BRIEFING (Text Only)

HEADLINE	Will be standard, 'A Message From [advertiser name]' Max 140 characters, not including Chronicle-provided headline or URL Can be hyperlinked or separate
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NEWSLETTERS

CREATIVE DIMENSIONS	300 x 250 pixels (no animation)
URL	Destination URL needs to be provided

Targeted Email

EMAIL BLAST

REQUIRED INFORMATION	HTML message copy as either an .htm or .html file. This file must contain working URLs. Subject line for message. Target personas and quantity. Desired date range for deployment .Suppression file of any email addresses to omit from the send. File containing opt-outs and/or any other email addresses which should be suppressed from the send.
CREATIVE DEADLINE	Ten business days prior to scheduled mailing date
EMAIL DESIGN BEST PRACTICES	<p>Email text should not be longer than 350 words.</p> <p>HTML message should be no more than 650 pixels wide.</p> <p>All images must be hosted on the client's server.</p> <p>Alt-text should be coded for images embedded within HTML file.</p> <p>Images should be defined as clickable links to the primary URL for message.</p> <p>Subject lines should not be more than 75 characters.</p> <p>Limit the size of images in emails to not more than one third of your message area. Best practice dictates that it should be closer to 15-20% unless your image is eye-catching and strongly related to the product offered.</p>

EMAIL LIST DATA CARD

ROLE

Faculty:

- Tenured Faculty (Professor, Associate Professor)
- Tenure-track (Assistant Professor)
- Department Chair
- Non-tenured (Lecturer, Instructor)
- Part-time/Adjunct (Adjunct/Adjunct Professor)
- Graduate/PhD Student Post-doc

Administrator:

- President (CEO, Chancellor)
- Provost
- Dean
- Vice President
- Director
- Manager or Other Staff
- Chief Business Officer, Chief Financial Officer
- Chief Technology Officer, Chief Information Officer

Other Roles:

- Librarian
- Trustee

AREA OF FOCUS

Admissions:

- Development and Advancement Finance
- Global Education Issues
- Government
- Human Resources
- Innovation and Change
- Leadership and Governance
- Marketing and Communications
- Research
- Student Affairs
- Teaching
- Technology
- Workforce and Careers

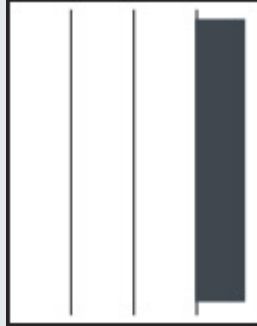
Video

FILE FORMAT	<p>Format accepted: .mov, .avi., .wmv, .flv, .mp4, .mpg.</p> <p>The highest available quality video file should be submitted. The video file will be optimized for delivery based on the device and the viewer's available bandwidth, and will scale appropriately to the size of the player that the ad is viewed in.</p>
CLOSE BUTTON (optional)	40x40 pixels or larger .jpg or .png file
VIDEO ASPECT RATIO	31/12/1899 16:09:00
VIDEO FRAME RATE	24-30 fps
VIDEO LENGTH	5 to 15 seconds
SUBMISSION DEADLINE	10 business days prior to launch date

Weekly Issue

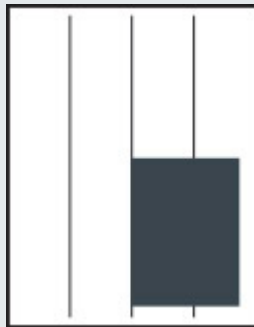
SIZE DIMENSIONS (width x depth)

QUARTER-PAGE VERTICAL



2" x 13½" | 60 x 343 mm

QUARTER-PAGE HORIZONTAL



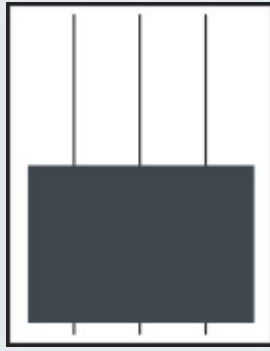
5" x 6?" | 127 x 168 mm

HALF-PAGE VERTICAL



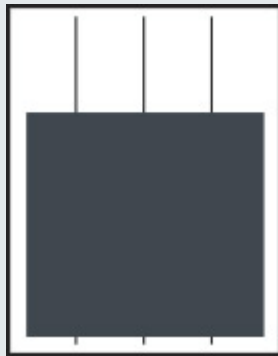
5" x 13½" | 127 x 343 mm

HALF-PAGE HORIZONTAL



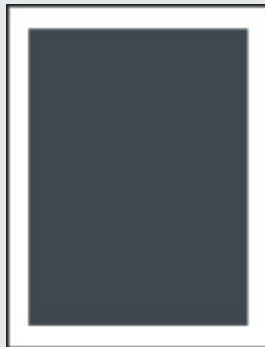
10¼" x 6?" | 260 x 168 mm

JUNIOR PAGE



10¼" x 9? | 260 x 228 mm

TABLOID PAGE



10¼" x 13½" | 260 x 343 mm

CENTER STAGE



16?" x 8?" | 415 x 207 mm

HALF-PAGE SPREAD



21½" x 6?" | 546 x 168 mm

TABLOID-PAGE SPREAD



21½" x 13½?" | 546 x 343 mm

Special Issues & The Chronicle Review

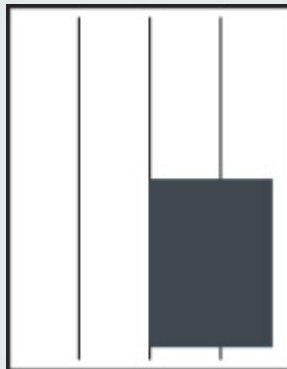
SIZE DIMENSIONS (width x depth)

QUARTER-PAGE VERTICAL



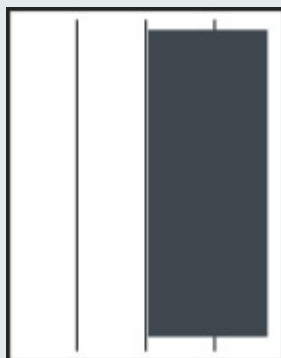
2" x 13" | 54 x 330 mm

QUARTER-PAGE HORIZONTAL



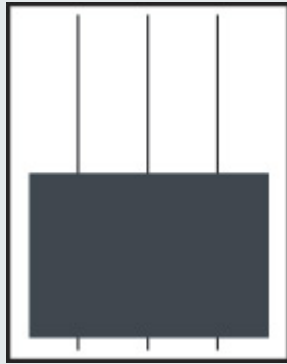
4" x 6" | 117 x 162 mm

HALF-PAGE VERTICAL



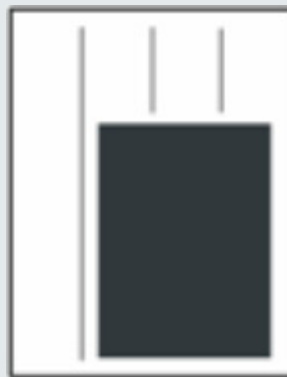
4" x 13" | 117 x 330 mm

HALF-PAGE HORIZONTAL



9½" x 6½" | 241 x 165 mm

JUNIOR PAGE



7½" x 10" | 178 x 254 mm

TABLOID PAGE BLEED



11¼" x 14½" | 285 x 377 mm

TABLOID PAGE



9½" x 13" | 260 x 343 mm

JUNIOR SPREAD



15¼" x 10" | 387 x 254 mm

TABLOID-PAGE SPREAD BLEED



22? x 14?" | 558 x 377 mm

TABLOID-PAGE SPREAD



20¼ x 13" | 514 x 330 mm

Specifications and Submissions

MATERIALS SPECIFICATIONS

METHOD OF BINDING	Folded, not stitched
PUBLICATION TRIM SIZE	11 3/8" wide, 15" deep (289x381mm) 4 columns per page
TYPE-PAGE SIZE	10 1/4" wide, 13 1/2" deep (260x343 mm). Margin at fold measures 1/2" (13mm) In ads that bleed into gutters, vital advertising matter should be kept within a width of 10 1/4" (260mm) to allow for variations in folding.
COLUMN WIDTHS	Single column, 1.343". 2 columns, 5". 3 columns 7". 4 columns 10.25".
DEPTH OF COLUMN	13.5"
BLEED SPECIFICATIONS	Bleed is available at fold margins only for tabloid-page spreads

ACCEPTABLE MATERIALS	The Chronicle accepts black-and-white and four-color, camera-ready materials in high resolution PDF format. We do not offer typesetting services.
PRINTING	The Chronicle of Higher Education is printed by non-heatset process in tabloid format on 35-lb. premium groundwood paper.
PRESS GAIN	Our expected press gain of 30% to 35% should be taken into consideration when preparing both black-and-white and four-color materials.
COLOR	Color ads must be four-color process only. No PMS or RGB colors can be used. The maximum color density is 240.
TYPE	We recommend using at least 10-point, sans-serif type (bold or medium-weight) when reversing type out of one color and at least 14-point when reversing out of four-color. When using color type, we recommend using no more than two colors and at least 14 point, sand-serif type (bold or medium weight).

SUBMISSIONS

FILE FORMATS	PDF files (Adobe Acrobat, high-resolution press quality). The document must be set to the ad size.
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IMAGES	Halftone images should be 300 dpi and line art images should be 600-1200 dpi. Prepare color images as CMYK.
COLOR-CORRECTING	The Chronicle will not color correct digital ads without authorization. We will, however, use our internal settings, which are optimized for newspaper printing, when processing digital ads.
METHOD OF DELIVERY	Digital ads may be submitted via email to AdOps@chronicle.com

Sponsor Content Specs

SPONSOR CONTENT SPECS

ARTICLE MUST INCLUDE	Main headline (max. 50 words) Your logo, no wider than 200 pixels
ARTICLE FORMAT	Please submit articles in Microsoft Word or Plain Text Text should be between 450-1500 words in length (ideal is 450-700)
PHOTO FORMAT	Photos should be submitted in .jpg or .png format. We recommend you submit 2-3 photos
VIDEO FORMAT	Youtube links preferred. Use the following specs if YouTube link isn't available: The highest available quality video file should be submitted. The video file will be optimized for delivery based on the device and the viewer's available bandwidth, and will scale appropriately to the size of the player that the ad is viewed in Format accepted: .mov, .avi., .wmv, .flv, .mp4, .mpg. Recommended video aspect ratio is 16:9 Recommended video frame rate: 24-30 fps

SPONSOR CONTENT GUIDE

WHAT IS SPONSOR CONTENT

FORM: native ads match the visual design of the experience they live within, and look and feel like natural content.

FUNCTION: native ads must behave consistently with the native user experience, and function just like natural content

DEVELOP AN OBJECTIVE AND TOPIC

Sponsor content gives you the opportunity to raise awareness of your unique programs and core values, and enhances your ability to recruit and retain the best and brightest faculty members and staff.

Determine why you're running sponsor content. Do you want to bring awareness to a specific product or service? Highlight a client success story?

Popular topics include:

- Research and development
- Community involvement
- Innovation. You can also

Repurpose your existing content – you can convert a blog post, PowerPoint, or conference presentation into a sponsor content article.

Content that has performed well for your institution on social media will likely perform well as sponsor content.

MEASUREMENT

The Chronicle will track impressions, views, and time spent on page. To maximize the reach of your article, we encourage you to promote your content internally and externally within your institution. Let your students and faculty know where they can find your content and share with your larger community through social media.

Webinars Sponsored

PHASE 1

MUST INCLUDE	<p>Must Include:</p> <ul style="list-style-type: none">● Webcast abstract or overview● title of the event● three key audience take-aways.● Speaker bios – no longer than 50 words (if possible).● Speaker images – file format: .jpeg, .gif.● Logo in vector-based CMYK .eps format, or high-res .png file.● Brand guidelines or a style guide that The Chronicle’s design and marketing teams can refer to when building the webcast’s promotional assets.● Confirmation on registration page form fields.● Confirmation on three target personas.
CREATIVE DEADLINE	Eight weeks prior to webinar date

PHASE 2

SLIDE SHOW	<ul style="list-style-type: none">● PowerPoint presentation for live event – 4:3 or 16:9 aspect ratio● Seed questions (will be uploaded to webinar platform prior rehearsal & event)● PDFs of any resources / case studies that will be available to audience.
CREATIVE DEADLINE	Three weeks prior to webinar date