CRAFT TO CRUMB

Print and Digital Advertising Product Specifications

UPDATED: SEPTEMBER 2023

1.) Digital Mini-Mag

Positions

SIZE IN INCHES

SIZE	STANDARD (NON-BLEED)*	TRIM SIZE	WITH BLEED*
SPREAD	16 x 10.75	17 x 11.5	16.25 x 11
1/2 HALF SPREAD	16 x 5.375	17 x 5.875	16.25 x 5.625
FULL PAGE	8 x 10.75	9 x 11.5	8.25 x 11

SIZE IN MILLIMETERS

SIZE	STANDARD (NON-BLEED)*	TRIM SIZE	WITH BLEED*
SPREAD	406.4 x 273.05	431.8 x 292.1	412.75 x 279.4
1/2 HALF SPREAD	406.4 x 136.525	431.8 x 149.225	412.75 x 142.875
FULL PAGE	203.2 x 273.05	228.6 x 292.1	209.55 x 279.4

* Please note: Bleed is not required for *Craft to Crumb* mini-mag ad pages, since this is a digital publication.

1.) Digital Mini-Mag (cont.)

Mini-Mag Materials Specs

Material Required: PDF/X-1a 2001. Graphic images resolution should be at least 300 dpi. Bitmap images and QR code resolution must be 1200 dpi. Laser proofs are for content only.

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

Materials Due: All materials must be received by the due date noted on your insertion confirmation. Send all digital ad 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
320 x 50 pixels — mobile

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) or Paul (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 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, Javsacript 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 proof and who should be included on the final launch.

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) or Paul (paul@avant-foodmedia.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.

6.) *Webinars*

Sponsors are responsible for finding their speakers and presenting the webinar. We will provide a moderator for your event.

Materials Required from Sponsoring Company
- PowerPoint file
- Webinar title
- Webinar description, 50-100 words
- Date and time of webinar
- Speakers' names, titles, photos and short bios
- Company logo
- Photos or imagery relating to topic

File Submission: Send all webinar materials directly to Steve or Paul (steve@avantfoodmedia.com; paul@avantfoodmedia.com).

Avant Food Media helps you market and present your event to our unique database. Webinars typically run 1 hour; 45 minutes with a PowerPoint presentation and 15 minutes of Q&A.

Webinar Promotion: Your webinar will be promoted in the following ways:
- A dedicated registration page
- Full-page advertisement in Commercial Baking magazine
- 2 special e-mail blasts to our qualified e-mail lists
- 1-month promotion on our online webinar listing page
- 1 month of advertising on commercialbaking.com
- 1 month of promotion in our weekly e-newsletters as well as social media
- 2 special event e-mail reminders sent to registrants

Reporting and Hosting:
- A complete list of all registrants and attendees to contact directly
- A report of the questions submitted during the Q&A session
- Your webinar will be archived online for one year.

Available Features:
- Private chatting window for speakers
- Option to provide downloadable resources to the audience
- Poll Questions
- Surveys
- Videos

6.) Webinars (cont.)

PowerPoint Best Practices

Slide Design Basics
- File format must be PPT or PPTX
- Only one master slide is permitted
- Slide deck should be no more than 50 Mb in size
- The first slide animation must be set to start on click
- Slide transitions are not supported.
- Embedded objects (ie. Audio, Excel, Video, etc.) are not supported

Avoid Using
- Type size smaller than 17-point type
- Embellished type (type with shadows, bevels, or special effects)
- Textured or gradient backgrounds
- Slide numbering on the slide Header, Footer, or Master slide

Tips to maximize legibility
- Your presentation should have a 4:3 or 16:9 aspect ratio
- Use larger font sizes than you would normally
- Use simple design elements and solid color blocks
- If you plan to insert screen-capture images, it is very important that you reduce screen resolution to 800x600 or 800x450 pixels in order to keep the content legible. Also, reduce the color depth to "High Color (16-bit)".

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