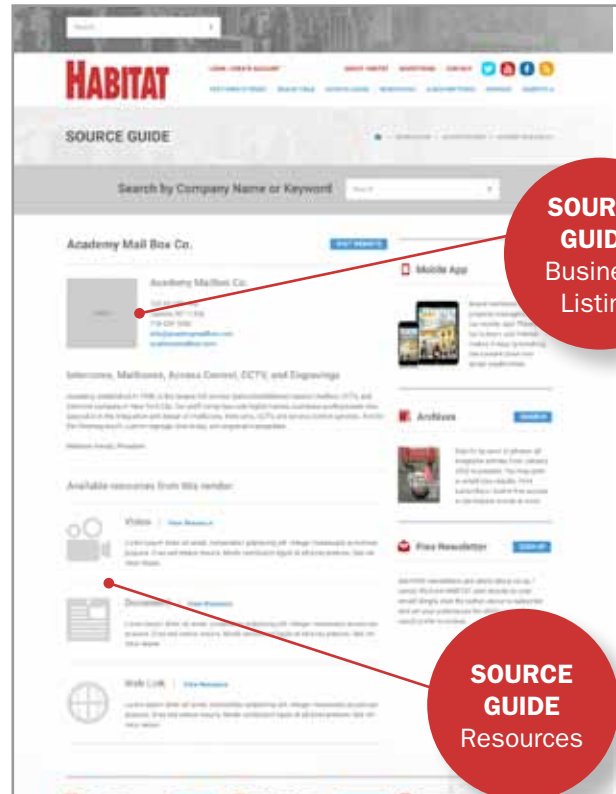


BANNER
728 x 90

MOBILE VERSION BANNER
320 x 100

BOX
300 x 250



SOURCE GUIDE
Business Listing

SOURCE GUIDE
Resources

The digital portal to co-op/condo news in New York, www.habitatmag.com offers advertisers an editorial environment providing smart news, coverage of current issues, and problem-solving solutions for co-op/condo board directors in the New York metro area. We deliver an audience of passionate board directors interested in bettering their buildings.

2018 OVERVIEW *From Google Analytics*

845,945	620,166	1.27	289,223
PAGEVIEWS	SESSIONS	min/session ENGAGEMENT	USERS

Web traffic to habitatmag.com is increasing nearly 25 percent a year, proving the success of our focused content. Fifty three percent of our audience are returning visitors, and 25 percent access habitatmag.com via mobile or tablet.

HABITAT

New York's Most Dedicated People
Governing New York's Most Important Homes

ADVERTISING GUIDELINES

PRINT AD SPECIFICATIONS

Printing process	Web offset
Binding method	Perfect bound
Final trim size	8 1/8" x 10 7/8"

Full Page Bleed Ads	width	x	height
Full page bleed	8 3/8"	x	11 1/8"
(Full page bleed ads have a trim size of 8 1/8" x 10 7/8" plus 1/8" bleed on all sides. Live content – type and images – should be 1/2" from trim edges.)			

Non Bleed Ads	width	x	height
Full page	6 7/8"	x	9 3/4"
2/3 Vertical	4 1/2"	x	9 3/4"
1/2 Island	4 1/2"	x	7 1/4"
1/2 Horizontal	6 7/8"	x	4 3/4"
1/3 Square	4 1/2"	x	4 3/4"
1/3 Vertical	2 1/8"	x	9 3/4"
1/6 Horizontal	4 1/2"	x	2 1/4"
1/6 Vertical	2 1/8"	x	4 3/4"

Marketplace Spotlight Ads

Size: 2 1/8" width x 2 7/8" height

Showcase Ads

Size: 3 3/8" width x 3" height

PRINT REQUIREMENTS

- Ads should be PDF/X-1A:2001 format
- Four-color ads must be formatted in process (CMYK) colors
- Black and white ads must be set to Grayscale
- No RGB, LAB or embedded (ICC) color profiles
- No spot (PMS) colors
- If used, RGB and spot (PMS) colors will be converted to CMYK.
- Maximum ink density is 290%
- DPI: 300 and Line Screen: 133
- All placed images must be high-resolution (300 dpi) and CMYK
- Crop marks are only required for ads that bleed. They are not needed for fractional ads.
- We can not accept files in the following formats under any condition: Microsoft Publisher; any word processing software such as Word; any presentation software such as PowerPoint. Please create high-resolution PDFs from these file formats and ensure the document meets the exact ad size.
- All ads will be preflighted. Ads not meeting these guidelines and standards will be returned for correction.

DIGITAL AD SPECIFICATIONS

Online Ads	width	x	height
Banner	728 px	x	90 px
Mobile Version Banner	320 px	x	100 px
Box	300 px	x	250 px

E-Newsletter Ads	width	x	height
Banner	500 px	x	100 px
Box	300 px	x	250 px

Tablet and Smartphone App	width	x	height
Week by Week Tablet Full Page	1536 px	x	2048 px
Week by Week Smartphone Full Page	640 px	x	1136 px

DIGITAL REQUIREMENTS

Format: JPGs or GIFs, including animated

Color Space: RGB

Submissions: E-mail final artwork or contact us for other delivery methods. In order for your ad to appear on our digital platforms, please provide a company contact name and e-mail address.

HABITAT

SEND MATERIALS TO:

IVIS FUNDICHELY

Operations Manager
212-505-2030 x3005

ifundichely@habitatmag.com

BILL FINK

Associate Publisher
212-505-2030 x3003

bfink@habitatmag.com

MATERIALS/CREATIVE QUESTIONS:

CHAD TOWNSEND

Art Director
212-505-2030 ext. 3013

ctownsend@habitatmag.com