



Tablet Specifications

Because the dimensions of the tablet are proportionally similar to those of the print edition, it can be relatively easy to resize the native layout files you use to create print ads. If you choose to do this, please bear in mind that all of the images placed in these files must be of a sufficiently high resolution to remain at 300 dpi when enlarged. For example, a TIFF file placed in the print layout must retain a 300 dpi resolution after the layout is enlarged for the tablet version of your ad. Also, you must proof your ad on screen with the RGB color space applied prior to submitting to ensure that any shift in color is acceptable.

STATIC ADS

A static Tablet advertisement requires a single file, created with the following specifications:

IPAD (Hi Def) Page Dimensions (Trim Size):
1536 pixels (w) x 2048 pixels (h), vertical orientation only

KINDLE FIRE Page Dimensions (Trim Size):
600 pixels (w) x 1024 pixels (h), vertical orientation only

KINDLE FIRE (HD 8.9") Page Dimensions (Trim Size):
1200 pixels (w) x 1920 pixels (h), vertical orientation only

FILE RESOLUTION: 300 ppi (264 minimum)

FILE FORMAT: PDF without transparency, all fonts embedded. The PDF/X-1a specification can be used with modification for RGB color space (see below)

COLOR SPACE: RGB

BLEED: None

Suggested Margin (for optimum display of ad content):

iPad: 36 pixels **Kindle Fire:** 20 pixels

META DATA

In addition to the advertisement, information about the ad can be displayed in the tablet table of contents.

- Title of Ad (required): Maximum 65 characters
- Description of Ad (optional): Maximum 120 characters

Please include your metadata in the Notes section when uploading your static ad to the Portal, or in the bundle when emailing interactive ads.

You can also email metadata to leslie.kogan@tmbi.com

INTERACTIVE SPECIFICATIONS

All interactive ads need to be built with Adobe Digital Publishing Suite, which requires InDesign CS5 or higher.

- Important: DPS release (version number) – check with your sales rep for latest release number
- Orientation must be vertical only – 768 pixels (w) x 1024 pixels (h) for iPad, 1536 pixels (w) x 2048 pixels (h) for iPad (Hi Def), 600 pixels (w) x 1024 pixels (h) for Kindle Fire, 800 pixels (w) x 1280 pixels (h) for Kindle Fire (HD), 1200 x 1920 Fire HD 8.9
- Final delivery must be “bundled” folio file inclusive of client’s metadata
- Additional information on how to create and submit ads with interactive elements is available upon request
- Share iPad .folio files through Folio Producer to usrdipad@rd.com
- Share Kindle .folio files through Folio Producer to usrdfire@rd.com

SUBMISSION INFORMATION

Upload your bundled PDF and metadata information to the reader’s digest ad portal:

<https://tmbi.sendmyad.com>

- Upload a zipped file of PDFs to Enhanced for Tablet
- Upload a zipped file of JPGs to Designed for Tablet