

2021 MEDIA KIT

*Better Homes & Gardens*  
***American Patchwork & Quilting***

Where quilters connect, learn, shop, share, get inspired, and create



AMERICAN  
PATCHWORK &  
**quilting**

**Quilt Sampler**

**Quilts  
& more**

[allpeoplequilt.com](http://allpeoplequilt.com)



## ***Our Mission***

*American Patchwork & Quilting®* is dedicated to providing inspiration, instruction, and innovation to our community of quilters and sewists.



AMERICAN  
PATCHWORK &  
**quilting**

**Quilt Sampler**

**Quilts  
& more**

[allpeoplequilt.com](http://allpeoplequilt.com)

## *Editorial Experts*

The *American Patchwork & Quilting*® staff are passionate quilters and experienced editors.



**Jody Sanders** | Group Editor

jody.sanders@meredith.com | 515-284-2693 | Instagram: sewmorequiltsmom

A busy mom, wife, editor, all-around crafter, and quilter, Jody fits more into a morning than most of us fit into an entire day. She's the one who curates the content of every issue of *American Patchwork & Quilting* and is the go-to guru for all things English paper piecing and vintage quilts.



**Joanna Burgarino** | Editor

joanna.burgarino@meredith.com | 515-284-2356 | Instagram: pennyspurls

As an eclectic crafter and sewer, Joanna can't seem to stop herself from starting new projects. Her collection of UFOs has only grown since she became editor of *Quilts & More*, and she wouldn't have it any other way.



**Doris Brunnette** | Editor

doris.brunnette@meredith.com | 515-284-3369 | Instagram: madebyabrunnette

Pattern designer, modern quilter, and lover of all things textiles, editor Doris Brunnette is the new editor of *Quilt Sampler* magazine. Doris loves to attend quilting retreats and guild meetings. When she's not busy camping, riding her bike, or walking her dogs, Doris is finding new English paper piecing patterns to make. She is always visiting quilt shops as "research" for her job.



**Diane Tomlinson** | Associate Editor

diane.tomlinson@meredith.com | 515-284-2729 | Instagram: dtfiberart

A quilter for over thirty years, associate editor Diane Tomlinson is the newest member of the *American Patchwork & Quilting* team. A ten-year veteran of magazine publishing, Diane coordinates the design and making of color options, day-to-day routing of files, and serves as the liaison with fabric companies. She loves to participate in quilt block swaps and make scrappy quilts, "the more fabric the better" is her motto.



**Lindsay Mayland** | Audience Insights Manager

lindsay.mayland@meredith.com | 515-284-3406 | Instagram: lindsmayland

With the best social life of anyone on staff, it's no wonder Lindsay's day-to-day charge is keeping all things online buzzing. AllPeopleQuilt.com, Facebook, Twitter, Instagram, Pinterest, and anything that else ends in .com fills up her daily dance card!



# *Industry Influencers*

For more than 25 years, we've worked with the top designers in the industry to create the quilts and projects found in our publications.



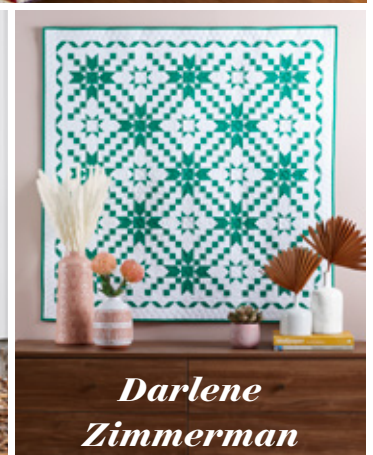
*Monique Jacobs*



*Sharon Tucker*



*Chelsi Stratton*



*Darlene  
Zimmerman*



*Minki Kim*



*Vicki Ruebel*



*Andy Knowlton*



*Sherri McConnell*



*Sarah J.  
Maxwell*



# *American Patchwork & Quilting*

*American Patchwork & Quilting* has been leading the quilting industry for more than 27 years. Providing the highest quality patterns and how-to instructions, along with compelling feature stories, every issue brings a mix of timeless designs and the latest trends. With tips, techniques, and advice to build your skills, the magazine makes you feel as though you have a trusted quilting friend by your side.



**FREQUENCY:** 6x/year

**PREMIUM PRICE POINT:** \$6.99

**PAID CIRCULATION:** 203,000



**PRINT SUBSCRIPTIONS:** 160,000

**NEWSSTAND COPIES SOLD:** 40,000

**AVG DIGITAL ISSUE SALES:** 3,000

# *American Patchwork & Quilting*

## Editorial Calendar



### **IN EVERY ISSUE**

**NEW! A Quilt That Brings Me Joy**—Each issue will have a quilter sharing the quilt that brings her (or him) joy.

**NEW! Editor's Letter** will include "What We Are Obsessed With Now"

**NEW! Ask the Editor**—Answers to our most asked quilting questions

**Now Trending @APQ.com** page includes patterns, inspiring stories and updates from our website and social media.

**Color Options**—We continue to showcase the latest fabrics and design alternatives for every project.

**Tips from our Readers**—A photo is included with each tip to clarify for the reader what is described in text.

**From the Crafts Lab Products & From the Crafts Lab Books**

### **FEBRUARY**

**PROFILE:** Edyta Sitar of Laundry Basket Quilts. **PLUS:** Comforts of a Quilter's Home. Each of the quilt designers in the issue will share her secrets for creating joy using quilts.

**Ad Close:** 10/6/20; **On-sale:** 12/4/20

### **APRIL**

**QUILT-ALONG:** Hopscotch quilt by Sherri McConnell of A Quilting Life.

**Ad Close:** 12/15/20; **On-sale:** 2/12/21

### **JUNE**

**PROFILE:** Susan Ache, a prolific quilt maker from Florida who is a quilt book author and active Instagrammer.

**Ad Close:** 2/9/21; **On-sale:** 4/9/21

\*Subject to change

### **AUGUST**

**BIG IDEA:** Celebrate Local Quilt Shops features mini profiles of local independent quilt shops.

**Ad Close:** 4/6/21; **On-sale:** 6/4/21

### **OCTOBER**

**PROFILE:** Mary Blythe, an Iowa-based quilter who dyes her own wool, designs patterns for traditional quilts and home décor items, and is a quilt book author.

**Ad Close:** 6/8/21; **On-sale:** 8/7/21

### **DECEMBER**

**BIG IDEA: MEET THE MAKERS 2.0.** Get to know a fabric designer, quilt collector, gadget guru, quilt historian, art quilter, and shop owner in this front of book follow-up to Meet the Makers story in 2020.

**Ad Close:** 8/3/21; **On-sale:** 10/1/21



## Quilts & More

*Quilts & More* promises simple, fresh, and fun quilts and projects. Plus techniques and fabrics, all delivered with clear how-to instructions. Advanced quilters love the easy projects when they want a quick-to-make quilt. Easier projects entice intermediate quilt enthusiasts with instant success. And the easiest projects attract new quilters, filling them with I-can-do-that confidence.



**FREQUENCY:** 4x

**PREMIUM PRICE POINT:** \$7.99

**NEWSSTAND DISTRIBUTION:** 165,000

**DIGITAL SUBSCRIPTIONS:** 1,020

**AVERAGE DIGITAL COPIES SOLD:** 600

**INCLUDES 11,000+ COPIES SOLD IN  
INDEPENDENT QUILT SHOPS**



# *Quilts & More*

## Editorial Calendar



### **IN EVERY ISSUE**

**NEW! Seasonal Table Runner Series**—Piece a series of seasonal table runners by Allison Harris of Cluck Cluck Sew.

**NEW! Sewing Skill Builder**—Tackle a simple sewing project to learn a new skill.

**NEW! Quilting Ideas for Quilt Blocks**—One basic block with two different quilting designs.

**Sewing Toolbox**—Explore different types of notions and learn which types are best suited to particular quilting needs. Topics include types of pins, batting, interfacing, thread, rulers, and hand sewing needles.

**Scrap Lab**—Two designers, Amanda Niederhauser from Jedi Craft Girl and Kristyne Czepuryk from Pretty by Hand, plus a guest designer take the challenge to create different projects using the same kit of fabrics curated by a featured independent quilt shop.

**Dear Quilter**—Expert advice to real reader questions about the quilting process.

**Color Options**—Showcasing the latest fabrics and design alternatives for several projects in each issue.

### **SPRING**

**BIG IDEA:** Fabric selection. Tips for how to pick fabrics for your project including lessons on basic color theory, mixing values, and scale.

**Ad Close:** 11/24/20; **On-sale:** 1/22/21

### **SUMMER**

**BIG IDEA:** Piecing accuracy. How to get piecing results you'll love, frustration-free sewing, general how-to, ideas for common units, flat seams, and more.

**Ad Close:** 3/16/21; **On-sale:** 5/14/21

### **FALL**

**BIG IDEA:** Quilting. Common designs, things to keep in mind, tips for straight line quilting, helpful products, tips for free-motion quilting.

**Ad Close:** 6/1/21; **On-sale:** 7/30/21

### **WINTER**

**BIG IDEA:** Gifts. Giftable projects and some that can be made in multiples.

**Ad Close:** 8/31/21; **On-sale:** 10/29/21



## OUR BRANDS

# Quilt Sampler

*Quilt Sampler* introduces readers to TOP SHOPS in each issue along with an exclusive quilt project from each shop. It is the only magazine that features and showcases the independent brick and mortar quilt shops. For more than 25 years quilt shops across the country and Canada have competed for the honor.

**FAVORITE MAGAZINE OF QUILT SHOP OWNERS**



**FREQUENCY:** 2x

**PREMIUM PRICE POINT:** \$7.99

**NEWSSTAND DISTRIBUTION:** 312,000

**AVERAGE DIGITAL COPIES SOLD:** 500

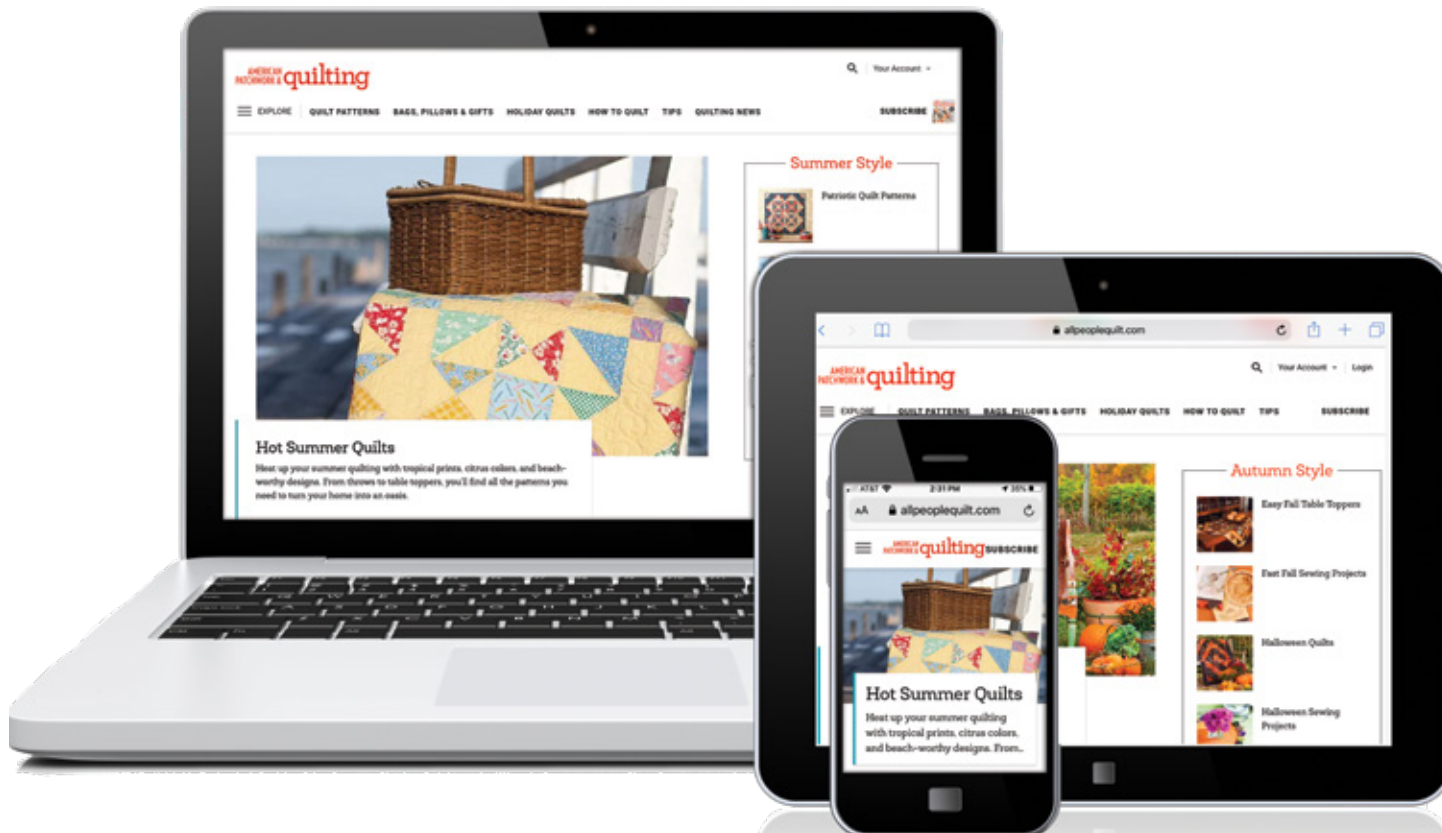
**INCLUDES 30,000+ COPIES SOLD IN  
INDEPENDENT QUILT SHOPS**



## OUR BRANDS

# AllPeopleQuilt.com

THE #1 DIGITAL BRAND IN QUILTING



## WEBSITE

**230,000** unique visitors

**4.3 MILLION** page views

**AVG TIME PER VISIT:** 2.43 mins

**44%** mobile traffic

## EMAIL

**170,000** newsletter subscribers

**170,000** special offers email list

## PODCAST

**60,000** downloads per month

## VIDEO

**ALLPEOPLEQUILT.COM**

**34,500** avg monthly video views

**YOUTUBE CHANNEL**

**2 MILLION+** total views

Videos appear on both  
allpeoplequilt.com and YouTube

## SOCIAL

**FACEBOOK: 263,000** followers

**PINTEREST: 122,000** followers

**INSTAGRAM: 93,000** followers

**TWITTER: 22,000** followers

**YOUTUBE: 30,000** followers

## ADVERTISING OPPORTUNITIES

**DISPLAY ADS**

**AUDIENCE TARGETING**

**GEO-TARGETING**

**PODCAST MARKETING**

**PRE-ROLL VIDEO**

**CUSTOM VIDEO**

**EMAIL MARKETING**

**SWEEPSTAKES**

**SOCIAL MEDIA PROGRAMS**



QUILTING STUDIO

# ***Better Homes & Gardens Crafts Lab & Quilting Studio***

*American Patchwork & Quilting Headquarters  
Des Moines, Iowa*



REMODEL CURRENTLY UNDERWAY

STATE-OF-THE-ART WORKING CRAFT AND SEWING STUDIO

PRODUCT & PROJECT TESTING

ABILITY TO HOST BRANDS FOR NEW PRODUCT LAUNCHES

EDITORIAL COLLABORATION & ROUND TABLE DISCUSSIONS ON ALL THINGS QUILTING

BETTER HOMES & GARDENS CRAFTS GROUP 2021 MEDIA KIT



# A Media Powerhouse

Reaching a mass audience of engaged, enthusiast  
quilters across multiple platforms



## 1.3 MILLION TOTAL AUDIENCE

**430,000+** magazine readers

**230,000** digital uniques

**500,000+** social media community

**340,000** direct email audience

**60,000** podcast downloads

**10%** duplication rate

## A HIGHLY INFLUENTIAL AUDIENCE TAKING ACTION ON WHAT THEY SEE

**91%** have taken action based on something they saw or read in our magazine

**40%** have discussed items they've seen in our magazine with friends or family

**70%** say our magazines are their number 1 source for quilting inspiration & the most TRUSTED source for patterns



## AMERICAN PATCHWORK & QUILTING

Age (median)	58
HHI (median)	\$68,887
Employed	46%
Retired	60%
Home Ownership	91%

### SKILL LEVEL

Beginner	2%
Confident Beginner	14%
Intermediate	56%
Advanced	28%

### ACTIVE QUILTERS

Avg yrs quilting	19
Avg quilt projects per year	12
Avg hrs spent per week	9

### COMMITTED TO QUILTING

Own an average of 3 sewing machines	
Own a long-arm	21%
Dedicated quilting space	90%
Own a die-cutting machine	26%

### TOP PLACES THEY SHOP

Quilt Shops	72%
National Fabric Stores	46%
Online Quilt Shops	37%
Quilt Shows	22%

### DEVOTED TO AMERICAN PATCHWORK & QUILTING

Spend avg of 60 mins per issue	
99% read each issue cover to cover	
93% save entire issue for future use	
#1 source for inspiration	
#1 source for trusted patterns	

## ALLPEOPLEQUILT.COM

Female	99%
Age (median)	58
HHI (median)	\$87,500

### SKILL LEVEL

Intermediate	78%
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### ACTIVE AUDIENCE

80% quilt once per week	
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**QUILTS & MORE**

Female	99%
Average age	54
Household income	\$76,000
Employed	47%
Retired	29%
Home ownership	90%

**SKILL LEVEL**

Beginner	1%
Confident Beginner	20%
Intermediate	68%
Advanced	11%

**ACTIVE QUILTERS**

Avg yrs quilting	10
Avg quilt projects per year	9
Avg hrs spent per week	7

**DEVOTED TO QUILTS & MORE**

40% read every issue
93% save entire issue for future use
#1 source for inspiration

**QUILT SAMPLER**

Female	99%
Average age	59
Household income	\$76,000
Employed	42%
Retired	29%
Home ownership	48%

**SKILL LEVEL**

Beginner	12%
Intermediate	71%
Advanced	19%

**ACTIVE QUILTERS**

Avg yrs quilting	10
Avg quilt projects per year	10

**LIVE THE QUILT LIFE**

Attend local quilt shows	87%
Attend national shows	59%
Travel for quilting	60%

**39% have planned a trip specifically to visit a *Quilt Sampler* featured shop**

**78% have visited a *Quilt Sampler* featured shop while traveling for work or leisure**







## **AMERICAN PATCHWORK & QUILTING ENTHUSIAST PANEL**

The findings of this panel are designed to provide insight into consumers' brand perceptions, trends, and behavior

- Established in 2008.
- We currently have 800 online members with a 50/50 split of *American Patchwork & Quilting* subscribers and non-subscribers
- Opportunity for custom advertiser surveys

### **RESEARCH CATEGORIES**

#### **CONSUMER BEHAVIOR**

- Spending habits
- Where they buy
- What other crafts interest them

#### **BRAND RESEARCH & PERCEPTION**

- Sewing machine category
- Long-arm category
- Fabric
- Tools
- Thread
- Books

#### **TRENDS**

- Color
- Fabric types
- Types of projects

#### **TECHNOLOGY**

- Smartphones
- E-readers and tablets
- Social Media

#### **SKILL LEVEL COMPARISONS**

- Sewing machine category
- Long-arm category

## **READEX RESEARCH AD EFFECTIVENESS STUDY**

- This study is done with the April issue of *American Patchwork & Quilting*.
- Provides feedback on if readers saw your ad, read your ad, and if they found the information useful.

## **MARKET AND CONSUMER INSIGHTS**

- We are continuously conducting market studies of our audiences to provide insights.



# *American Patchwork & Quilting* is a full-service marketing partner.



Offering integrated initiatives that extend your brand message to our millions of engaged consumers.

- High-impact, multi-platform programs
- Direct-to-consumer
- Digital, social, and mobile extensions
- Custom videos
- Podcast partnerships
- Lead generation programs
- Native advertorials
- Powerful inserts and onserts



## PUBLISHING SCHEDULE



## AMERICAN PATCHWORK & QUILTING

	AD CLOSE (MATERIAL DUE)	ON SALE
February 2021	10/6/20	12/4/20
April 2021 [Readex Research Ad Readership Study Issue]	12/15/20	2/12/21
June 2021	2/9/21	4/9/21
August 2021	4/6/21	6/4/21
October 2021	6/8/21	8/7/21
December 2021	8/3/21	10/1/21
February 2022	10/5/21	12/3/21

## QUILTS & MORE

Spring	11/24/20	1/22/21
Summer	3/16/21	5/14/21
Fall	6/1/21	7/30/21
Winter 2022	8/31/21	10/29/21

## QUILT SAMPLER

Spring/Summer	3/2/21	4/30/21
Fall/Winter	6/29/21	8/27/21

\*Schedule subject to change.



## EDITORIAL COVERAGE

### SUBMISSIONS

Send a combination of the following to give us a clear picture of the project you have in mind:

- A sketch or computer drawing
- Planned fabrics and colors: If the quilt is not made yet, send fabric swatches, intended fabric collection name(s), or indicate if the project will be scrappy.
- Photos: If the quilt is already constructed, send both detail and overall photos.
- Details about quilt size, techniques used, and any special tools needed
- We'll look at submissions bimonthly and respond via e-mail or phone. Projects must be original, never before published. Don't send the finished quilt until a contract has been offered to you.

### MAIL

*American Patchwork & Quilting*  
Project Submissions  
1716 Locust Street, LN-204  
Des Moines, IA 50309-3023  
E-mail:

Send to apq@meredith.com using the subject line "project submissions." (Files must be 8MB or less.)

### FAVORITE FINDS

We are always on the lookout for new products. When you have information and images to share, please send them to Lindsay Mayland at lindsay.mayland@meredith.com.

### COLOR OPTIONS

Send new fabric collections (in 1/2- to 1-yard samples or copies of color cards) and contact information to:

*American Patchwork & Quilting*  
Attn: Color-Option Fabrics  
1716 Locust Street, LN-204  
Des Moines, IA 50309  
515-284-2681

## ADVERTISING/PRODUCTION

### BETHANY PETERSON

Sales Promotion Manager  
bethany.peterson@meredith.com  
515-284-3339

### ASHLEY JACOBS

Sales Assistant  
ashley.jacobs@meredith.com  
515-284-2237

### PRINT AD SUBMISSIONS

Submit your files via Quad Ad Shuttle  
[www.adshuttle.com/Meredith](http://www.adshuttle.com/Meredith)  
Please see our Material Specifications for more information.

### MATERIAL EXTENSIONS OR QUESTIONS

Chrystian Colin Hernandez  
CCOLINHERNAN@quad.com  
414-622-2888

### WEB AD SUBMISSIONS

Digital Advertising Team  
DigitalAdvertising@meredith.com

### EBLAST SUBMISSIONS

Ashley Jacobs  
Sales Assistant  
ashley.jacobs@meredith.com  
515-284-2237

## PRINT AD SPECS



### MAGAZINE TRIM SIZE: 7 7/8" X 10 1/2"

AD SIZE	TRIM SIZE width x length	NON-BLEED width x length	BLEED SIZE width x length	BLEED SAFETY width x length
Full Page	7 7/8" x 10 1/2"	7 3/8" x 10"	8 1/8" x 10 3/4"	7 3/8" x 10"
Spread	15 3/4" x 10 1/2"	15 1/4" x 10"	16" x 10 3/4"	15 1/4" x 10"
1/2 Vertical	3 7/8" x 10 1/2"	3 1/2" x 10"	4 1/8" x 10 3/4"	3 3/8" x 10"
1/3 Vertical	2 5/8" x 10 1/2"	2 1/4" x 10"	2 7/8" x 10 3/4"	2 1/8" x 10"
2/3 Vertical	5" x 10 1/2"	4 3/4" x 10"	5 1/4" x 10 3/4"	4 1/2" x 10"
1/2 Horizontal	7 7/8" x 5 1/8"	7 1/4" x 4 7/8"	8 1/8" x 5 3/8"	7 3/8" x 4 5/8"
2/3 Horizontal	7 7/8" x 6 3/4"	7 1/4" x 6 1/2"	8 1/8" x 7"	7 3/8" x 6 1/4"
1/2 Spread Horizontal	15 3/4" x 5 1/8"	15 1/4" x 4 7/8"	16" x 5 3/8"	15 1/4" x 4 5/8"
1/3 Square	5" x 5 1/8"	4 3/4" x 4 7/8"	5 1/4" x 5 3/8"	4 1/2" x 4 5/8"
Digest	5" x 7 1/4"	4 3/4" x 7"	5 1/4" x 7 1/2"	4 1/2" x 6 3/4"
1/4 Page	N/A	3 1/2" x 4 7/8"	N/A	N/A
1/6 Vertical	N/A	2 1/4" x 4 7/8"	N/A	N/A
1/6 Horizontal	N/A	4 5/8" x 2 3/8"	N/A	N/A
1/12 Page	N/A	2 1/4" x 2 3/8"	N/A	N/A

Document/File Spec Information on next page.

Material extensions, file specs and ad portal contact:

Chrystian Colin Hernandez

414-622-2888

CCOLINHERNAN@quad.com



## FILE TYPES AND DELIVERY

- Submit PDF-X1a FILES via Quad Ad Shuttle [www.adshuttle.com/Meredith](http://www.adshuttle.com/Meredith)
- For instructions on how to create a PDF-X1a go to: [http://www.meredith.com/sites/default/files/PDFx1a\\_Guide2015\\_D2D.pdf](http://www.meredith.com/sites/default/files/PDFx1a_Guide2015_D2D.pdf)
- Prepare files to Meredith's specs in accordance with SWOP specifications. If the below guidelines are not met, the color and quality of print reproduction may vary.

## FILE SPECIFICATIONS/GENERAL GUIDELINES

- Include/embed all fonts and artwork.
- Max density (total area coverage) is 300%
- Image resolution is 300 dpi, Line illustration is 2400 dpi.
- CMYK or Grayscale only. Convert any spot colors not intended to print into CMYK. RGB elements must be converted to CMYK.
- 5/c ads: Limit spot color to the elements from the Pantone Library.
- Files must be properly trapped.
- Limit file name to 24 characters including the extensions.
- Files must be single pages or spreads, no multipage files.
- Do not nest PDF files in other PDFs, EPS files in other EPSs.
- Do not use illegal characters such as ("()\*&^%\$#@!'{}|\',;: in file names.
- 5% minimum dot required to print highlight areas and square-up on edges with fade-off dot of 3% of each color.

## DOCUMENT SETTINGS

- Ads should be built at 100% trim size.
- Bleed ads, extend bleed to 1/8" beyond trim on all sides.
- Keep live matter 1/4" inside trim dimensions on all sides.
- Registration and crop marks not required. If provided, registration black (100,100,100,100) should be limited to these marks only and must not exist inside the document trim or bleed. Offset marks .167" so not to touch live image or bleed areas. See PDF Guide link above.
- Spread Ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter.
- Alert Designers: For spread ads with a headline/creative crossing the gutter, contact the production department if the visual spacing between words or letters is critical.

## FONTS

- 4-color black type is not allowed.
- To create rich black use 100% K and 60% C.
- Free fonts or system fonts should not be used. If used, they must be outlined.
- Do not apply styles to basic fonts, use the actual font.
- 4-color type should not exceed 300% density.
- To avoid low-res (soft type) or 4-color black type, type should be set in InDesign or Illustrator and not in Photoshop.
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters and should be trapped when practical and not detrimental to the appearance of the job.
- Color or reverse type and line art should not be less than .007" at the thinnest area. Single color type and line art should not be less than .004" at the thinnest area. General guideline is nothing thinner than the equivalent of a hairline rule.

## PROOFS

- Meredith does not accept color proofs. SWOP proofing standards are used Press side for publication printing. Advertisers should calibrate their proofing devices to Industry SWOP Standards for Publication Printing. Refer to [www.swop.org](http://www.swop.org) for additional information.

## NOTES

- Meredith does not make any changes to ads or files.
- Retention of materials is 13 months.

## DIGITAL AD SPECS

DISPLAY UNIT	PLATFORMS	DIMENSIONS	MAX FILE SIZE	FILES ACCEPTED
Leaderboard	desktop, tablet	728 x 90	150 KB	.gif, .jpg, .png, HTML 5
Medium Rectangle	desktop, tablet, mobile	300 x 250	150 KB	.gif, .jpg, .png, HTML 5
Half Page	desktop, tablet	300 x 600	200 KB	.gif, .jpg, .png, HTML 5
Super Leaderboard	desktop	970 x 90	200 KB	.gif, .jpg, .png, HTML 5
Mobile Adhesive	mobile	320 x 50	50 KB	.gif, .jpg, .png, HTML 5

### NEWSLETTER

& EBLAST	PLATFORMS	DIMENSIONS	MAX FILE SIZE	FILES ACCEPTED
Newsletter	email	728 x 90	40 KB	.gif, .jpg, .png
Newsletter	email	300 x 250	40 KB	.gif, .jpg, .png
Newsletter	email	970 x 250	40 KB	.gif, .jpg, .png
Eblast	email	templates provided		

\*Digital options can be targeted by audience, content, or state/city

VIDEO UNIT	PLATFORMS	DIMENSIONS	VIDEO SIZE	FILES ACCEPTED
Native Video Unit	desktop, tablet, mobile	640 x 360 (16:9)	100MB, <40MB preferred	.mov, .mp4, .flv, .webm
Image: .jpg, .png Copy Max Character (including any supporting text) Title: 40, Description: 150, Sponsor Name: 20				

Pre-Roll Video	desktop, tablet, mobile, YouTube	640 x 360 (16:9)	1GB Max	.mov, .mp4, .flv, .webm
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### SOCIAL AMPLIFICATION\*

PLATFORM	SIZE	FILES ACCEPTED	COPY MAX CHARACTER
Facebook	4:5 aspect ratio max 1200 x 720 pixels <20% Text on Image	.jpg	Headline: 25 Copy: 125 Meta Description: 30
Instagram	1200 x 1200 (1:1 or 4:5)	.jpg	125
Pinterest	1000 x 1500 (2:3)	.jpg, .png	500
Twitter	720 x 720 (1:1)	.jpg, .png, .gif	125

\*Copy max limit to include any supporting text, legal slug, #ad

\*Video options available

\*All social amplification must adhere to the social media's platform guidelines

### OTHER SOCIAL MEDIA OPTIONS INCLUDE SWEEPSTAKES AND POSTS.

PODCAST	LENGTH	FILES ACCEPTED
	30 seconds	.mp3, .m4a

Ad creative due one week prior to start date.