twenty two
media group

escapism
specs

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escapism is
for people who
want more than
just a vacation.

print: overview

Please follow all specifications carefully. While every effort is made to ensure that all advertisements are reproduced to the highest standard, Twenty Two Media will not accept responsibility for the reproduction of advertisements when the PDF artwork has not been supplied to our specification.

General requirements

- Artwork must be supplied as a high resolution PDF
- All images must be embedded, at a minimum of 300dpi
- All fonts must be embedded
- Ink limit is 300%
- Artwork that includes transparency will be flattened, please ensure you preview the flattened output
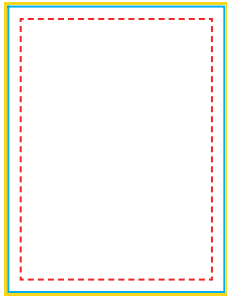
Colour

- Please use ICC colour profile:
  U.S. Web Coated (SWOP) v2
- When using black text, do not use rich black and only use 100% black
  (C=0 M= 0 Y=0 K=100).
- Only CMYK colours are allowed: no spot colours, no RGB, no LAB
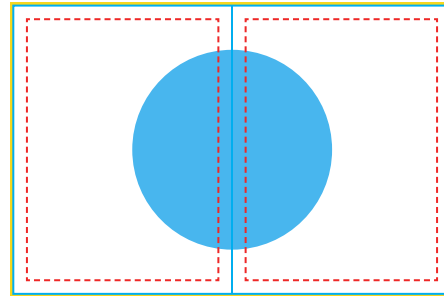
Delivery

- Deliver artwork to:
  production@twentytwomedia.ca
- For email delivery a maximum file size of 20MB applies.
- DropBox, Google Drive, OneDrive and WeTransfer are all acceptable.

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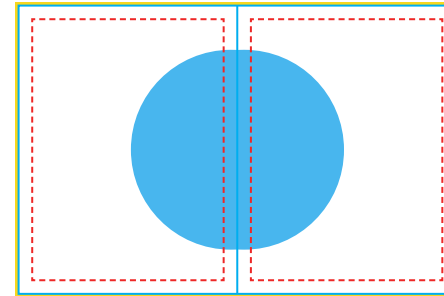# print: specs

Full Page

Trim	8.25 x 10.875in
Bleed	8.5in x 11.125in
Text area	7.25in x 9.875in

Double Page Spread

Trim	16.5in x 10.875in
Bleed	16.75in x 11.125in
Text area	7.25in x 9.875in

- Please supply DPS artwork with a 0.25in gutter / double image (0.125in per page) allowance on the spine edge and within the trim width
- DPS artwork must be supplied as two single pages marked LHP & RHP

Step 1:
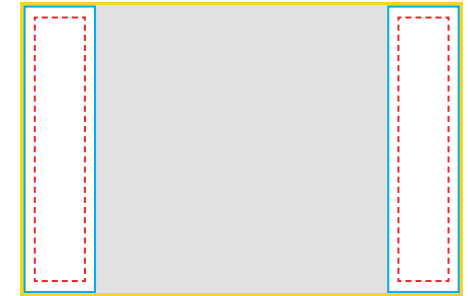Place the artwork, making sure it extends to the bleed.

Step 2:
Position copy separately over top of artwork within the text area.

Step 3:
Copy the image and separate into two parts: 1 left hand page, 1 right hand page

Step 4:
Select the left hand page image (not frame) and shift 0.125in left. Select the right hand page image (not frame and shift 0.125in right. Text should remain in same position.

Recipe Column Ad

Trim	2.40in x 10.875in
Bleed	2.65in x 11.125in
Text area	1.90in x 9.875in

Featured Column Ad

Trim	2.75in x 10.875in
Bleed	3 in x 11.125in
Text area	1.90in x 9.875in

Please email **hello@twentytwomedia.ca** to learn more.

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online display: **overview**

Completed online artwork **must be submitted at least one week** before it is scheduled to ensure that it meets our specifications.

General requirements

- **JPG, PNG, HTML5** file formats accepted.
- For website artwork, the file size must be kept under **1MB** (rich media may provide streamed content above this limit).
- We recommend keeping file sizes smaller where possible in order to ensure artwork has maximum exposure under restricted bandwidth conditions – particularly for newsletters.

Please note: Campaigns not providing a full set of leaderboards and MPUs will be unable to reach our full audience across all devices.

Rich media

- Any HTML5 creatives must have an initial / polite load size under **100K**, and ideally progressively load on user interaction.
- Flash creatives are not supported. If converting to HTML5 please ensure you test the output thoroughly before submission.
- Frame rate must be no more than **20 fps.**
- Ads must not loop more than three times or exceed a total of 30 seconds animation time.
- Host-initiated audio is not permitted. Audio must be user-initiated and must contact clearly visible "Mute" and "Stop" functionality.
- Video can be host or user-initiated.

Colour

- RGB colour only
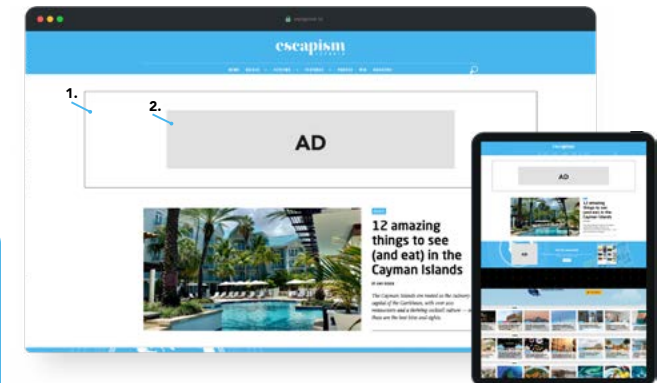- **Target sRGB IEC61966-2.1 for proofing**

Delivery

- Send artwork to your account manager via email or via web transfer.
- For email delivery a maximum file size of 20MB applies.
- Accepted delivery methods include: email, WeTransfer, DropBox, Google Drive, and OneDrive.

online display: **overview**

- We support **PNG** and **JPG** static artwork or **HTML5** animated and interactive artwork. No animated GIFs are allowed.
- Static artwork can support HiDPI displays - please provide at 1x and 2x for optimal delivery across all devices.
- Static artwork may be compressed for performance optimization.
- We recommend additional artwork variants of the MPUs for maximum impact.

What to include
- **Website takeover:** requires a full set of all background, billboard, MPU and interscroller sizes.
- **Click-through link:** please include the destination URL, as well as the tracking link (where applicable).

Responsive design
Our unique **Epic Parallax** slot responds across all desktop and tablet devices, with different sized creatives above and below device widths of 970px. A complimentary set of ad assets work in sync to promote your brand in a cohesive and memorable way through:
1. **Background:** lifestyle image, pantone or creative that represents your brand
2. **Billboard:** creative where copy goes to drive your CTA & campaign message

For mobile devices, our **Interscroller** slot provides a bold and engaging ad solution with interaction through natural scrolling, feeling native and impactful, across any device and orientation.

Examples
Please use this link to see how the template artwork displays on a variety of screens

Resources:

[Home page template]

[Text page template]

[⭳ Example creatives]

Home page examples:

[Cayman islands]

[Porter Airlines]

[The Excellence Resorts]

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online display: **specs**

1. Backgrounds

Backgrounds can be product, lifestyle, landscape and textured images. Backgrounds are placed behind billboards, so please avoid using logos, text or boarders. Please note that backgrounds stretch to respond to screen size and may be cropped or not fully on-screen.

- **Desktop:** 1920px x 1080px
- **Tablet:** 970px x 450px

Please provide all background assets as **JPG** files.

2. Billboards

Billboards include messaging, logos or CTAs and are always visible over the background image.

To enable transparent elements, please use the **PNG 24-bit** format.

For photographic billboards, please supply in JPG format.

- **Desktop:** 970px x 250px
- **Tablet:** 728px x 250px

MPUs
- **MPU:** 300px x 250px
- **Double MPU:** 300px x 500px
- **Half Page:** 300px x 600px

Leaderboards
- **Desktop:** 728px x 90px
- **Tablet:** 468px x 60px
- **Mobile:** 320px x 50px

Interscroller
- **Portrait:** 720px X 1280px
- **Landscape:** 1280px x 720px
Provide interscroller assets in **PNG** or **JPG** format.

All sizes listed for backgrounds, billboards, interscroller, leaderboards and MPUs must be included.

Please email **hello@twentytwomedia.ca** to learn more.

newsletter campaigns

- Newsletters support static artwork in PNG and JPG format only.
- Maximum file size is **350KB**
- Artwork can support HiDPI displays on modern smartphones.

Please note: Static artwork may be compressed to ensure high performance delivery. Tracking pixels are not supported.

What to include:
- **Static artwork:** in PNG or JPG format at either standard or high definition dimensions.
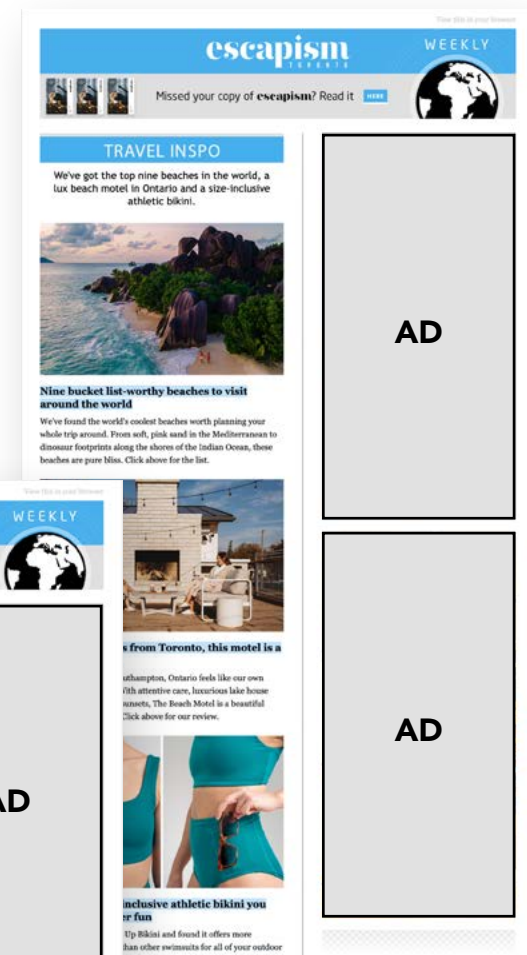- **Click-through link:** please include the destination URL, as well as the tracking link (where applicable).

Please send artwork to your account manager via email, WeTransfer, DropBox, Google Drive, or OneDrive.

Live Example 1   Live Example 2

Super MPU
- 640px x 1280px - High definition, 2:1 scale
Maximum file size 350KB.