modern
MAGAZINE

modernmag.com
## Advertising Opportunities

HOMEPAGE
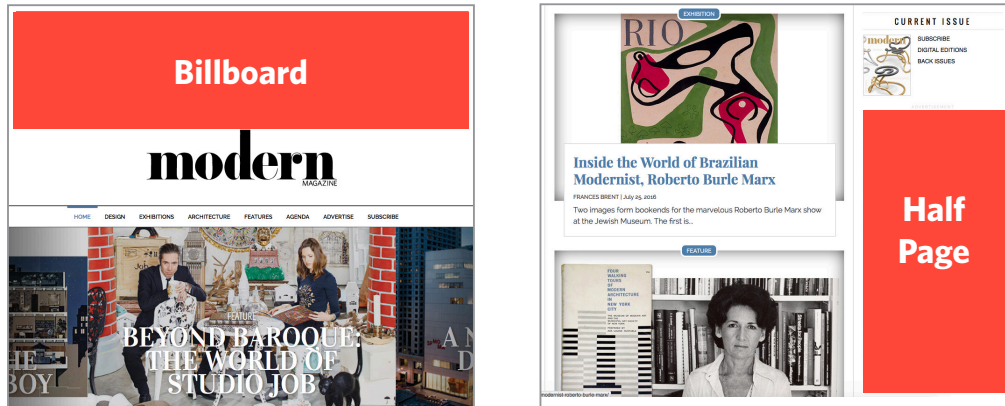
CONTENT PAGES
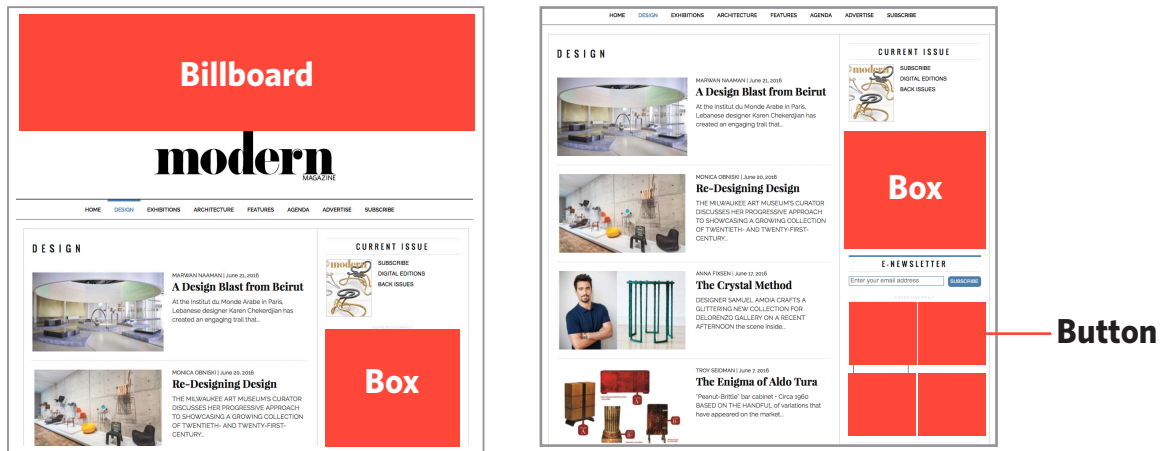
AD SPECS

Billboard	**970 x 250 pixels**
Half Page	**300 x 600 pixels**
Box	**300 x 250 pixels**
Button	**125 x 125 pixels**

- Standard JPEG, PNG, GIF (animated and static), Flash (SWF) files
- Please provide an ad tag (URL)
- RGB colorspace
- 3 loop max. 30 second limit
- All GIF animations must have at least a 3 second delay between frames
- Ads with a white background must have at least a .25pt border
- All Flash (SWF) ads should be accompanied by a non-animated backup ad in JPEG or GIF format
- Rich Media Ad (HTML, dHTML or other non-standard digital elements): MODERN welcomes the opportunity to place special/non-standard formats, but they must be cleared for compatibility prior to ad launch.

PLEASE SUBMIT MATERIAL AND TECHNICAL QUESTIONS TO: DIGITALMATERIAL@ARTNEWS.COM

*ALL AD MATERIALS ARE DUE (5) BUSINESS DAYS BEFORE THE RUN DATE TO ENSURE TIMELY DEPLOYMENT.