

# STATIC ADVERTISING GUIDELINES

V2.0 SEPTEMBER 7, 2014

## ■ Overview

This document describes recommendations for supplying static “Designed for Tablet” (DFT) advertising for tablet and mobile publications.

## ■ Supplying as PDF

Providing the PDF is exported correctly for tablet and mobile devices it is the best container for text, vector graphics and high resolution images. Creating advertising to the eMedia21 Static Advertising Guidelines will ensure your ad renders cleanly on multiple devices at varying pixel densities.

## ■ Points as Pixels

In digital, most sizes are referred to in pixels. However, in PDF all units are physical and referred to in points.

To accommodate the use of PDF as a format for static advertising for tablet and mobile we use the mapping:

**1 point = 1 pixel**

We also recommend using the Standard Definition (non-retina) version of the device size as this corresponds to how HTML is developed for devices.

## Technical Specification

<b>Format supported:</b>	PDF 1.7
<b>Minimum font size:</b>	15 px (pt)
<b>Color:</b>	sRGB
<b>PDF/X:</b>	PDF/X should not be used
<b>Transparency:</b>	Transparency should be preserved - not flattened
<b>Blending space:</b>	sRGB

The publisher should be contacted for exact ad sizes supported by the publication. Some example ad sizes are:



iPad Portrait

**PDF Dimensions:** W 768 px (pt) x H 1024 px (pt)  
**Image Resolution:** 144 ppi



iPad Landscape

**PDF Dimensions:** W 1024 px (pt) x H 768 px (pt)  
**Image Resolution:** 144 ppi



Android Tablet Portrait

**PDF Dimensions:** W 800 px (pt) x H 1280 px (pt)  
**Image Resolution:** 144 ppi



iPhone 5 Portrait

**PDF Dimensions:** W 320 px (pt) x H 568 px (pt)  
**Image Resolution:** 144 ppi

## ■ Exporting PDF from Adobe InDesign

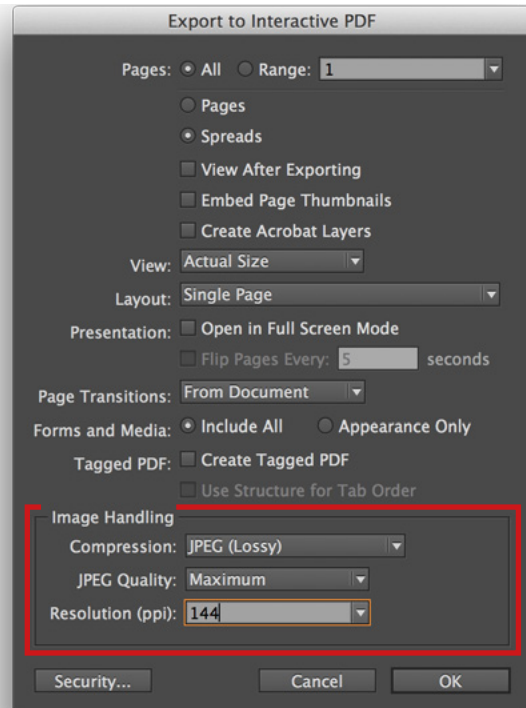
Our recommendation is to:

- Use the Digital Publishing Intent to create the layout if using InDesign CS6 or CC. Create the layout in pixels to the PDF dimension of the ad
- Add hyperlinks by creating a frame and use “Add Hyperlink” from the contextual menu
- Use the Adobe PDF (Interactive) Export option to create the final PDF of the ad

This is the easiest way to create a PDF for tablet and mobile. This produces a PDF 1.7 with all elements converted to sRGB. Transparency is not flattened and all hyperlinks are maintained in the PDF (although some publishers may require you to list out hyperlinks separately in addition).

We recommend changing two settings in the default Export to Interactive PDF dialog:

- 1 ■ Change the JPEG Quality to Maximum. This increases file size but as the PDF is likely to be transformed to another format on receipt by the publisher it maintains the highest level of quality in the transfer
- 2 ■ Change Resolution (ppi) to 144. This ensures that the resolution of placed images is exactly pixel perfect for an iPad retina display. This also works when exporting to other dimensions e.g. Nexus, Galaxy, or iPhone



## ■ Exporting PDF from Adobe Photoshop

When working in Photoshop it is important to remember that images are created in device pixels not CSS pixels. This means that you should **double the width and height** when creating a document.

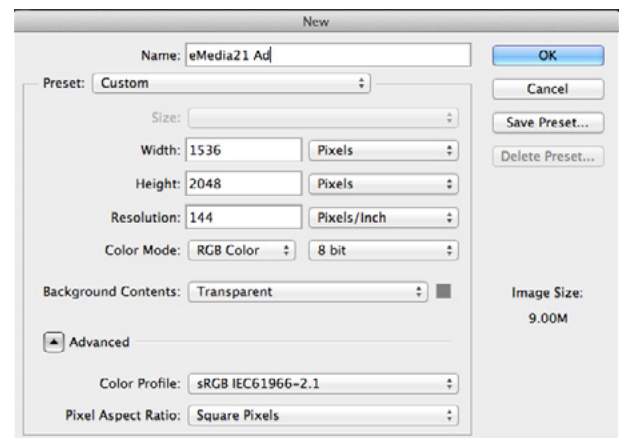
Some quick mappings:

- 768 px (pt) = 1536 pixels in Photoshop
- 1024 px (pt) = 2048 pixels in Photoshop
- 800 px (pt) = 1600 pixels in Photoshop
- 1280 px (pt) = 2560 pixels in Photoshop
- 320 px (pt) = 640 pixels in Photoshop
- 568 px (pt) = 1136 pixels in Photoshop
- 480 px (pt) = 960 pixels in Photoshop

Our recommendation is to:

- Create a document that is **double** the dimension that is listed for the ad size
- Use 144 ppi as the image resolution
- Use sRGB as the Colour Profile
- Save as a Photoshop PDF

This is the easiest way to create a PDF for tablet and mobile from Photoshop. Note that you cannot create hyperlinks in Photoshop. You must supply these separately to the publisher.



## ■ Creating Hyperlinks

### ■ Using InDesign

- 1 ■ Select the text, text box or object you want to act as the hyperlink or draw an invisible box on top of the page content and use this as the hyperlink
- 2 ■ Right Click or Ctrl-Click on that element to bring up the contextual menu (InDesign CC)
- 3 ■ Choose New Hyperlink from the contextual menu to add a hyperlink
- 4 ■ For Link To: select URL
- 5 ■ In the URL box type the full web address you want to jump to including http://
- 6 ■ De-select the Shared Hyperlink Destination option
- 7 ■ To control the appearance of a hyperlink in the exported PDF choose from the following and then click OK;
  - If you don't want the hyperlink to have a rectangle around it, under Type, select Invisible Rectangle
  - If you do want the hyperlink effect to be visible, select Visible Rectangle, then specify the options
- 8 ■ To change the name of the hyperlink choose Rename Hyperlink from the panel drop-down menu
- 9 ■ The hyperlink you created will be listed in the Hyperlinks panel;
  - Click on the right arrow button at the bottom of the panel to check the link works (go to Hyperlink Destination)
  - Select a hyperlink in the list and click the left arrow button at the bottom of the panel to see which object on the page controls the hyperlink (go to Hyperlink Source)

### ■ Using Acrobat

If you are not using InDesign, or cannot export using the Adobe PDF (Interactive) Export option, then you can use Acrobat to add hyperlinks after export:

- 1 ■ Choose Tools - Content - Link to display the Hyperlinks panel
- 2 ■ Using the Link tool draw a box around the URL
- 3 ■ A Create Link option will appear
- 4 ■ If you don't want the hyperlink to have a rectangle around it, under Type, select Invisible Rectangle
- 5 ■ If you do want the hyperlink effect to be visible, select Visible Rectangle, then specify the options
- 6 ■ Select Open a web page and click on Next
- 7 ■ Type in your hyperlink and click OK