KIRKUS AD DESIGN GUIDELINES

DIGITAL SPECS

- Full color
- 72+ DPI
- Acceptable formats: JPG, GIF, TIF, PNG
- Animated, auto-play video, rich media and static acceptable for website ads
- Static only for email ads (some exceptions apply if approved by sales team)
- Dimensions are in pixels
- No neon colors
- For starred reviews, email Kyla Novak (knovak@kirkus.com) for the star image file
- Call-to-action or click-through text must be included
- Publisher or Imprint Logo encouraged

For **Contest Giveaways** ONLY: *

- All ads must include the word "FREE"
- All ads should read: "Click to win," or "Enter to win."
- All ads should include a button, arrow or similar to encourage click-through direction.
- Kirkus will include the hyperlink to directed page

Ex Wording: "Enter to win a FREE signed copy of XXXXXX" [Button with "Enter Here!"]

Click through landing pages must be responsive for all digital placements.

Digital Ad Sizes:

- Digital Website (please submit ads for all devices)
  - 970x90 desktop = 320x50 mobile = 728x90 tablet
  - 970 x 250 desktop = 300x250 mobile = 728x250 tablet
  - 300x250 desktop = 320x150 mobile = 300x250 tablet

- Digital Email
  - 300x250
  - Dedicated Email: 1200 x 900

Contest Giveaway Ad Sizes (all of below):*

- 970 x 90 (Desktop)
- 970 x 250 (Desktop)
- 300 x 250 (Desktop + Mobile + Tablet)
- 320x50 (Mobile)
- 320x150 (Mobile)
- 728x90 (Tablet)
- 728x250 (Tablet)
- 1200 x 900 Dedicated Email Blast

KIRKUS AD DESIGN GUIDELINES

- 1224x680 (Landing Page Header)
-
- Contest Landing Page – *Kirkus designs*

See Contest Giveaway Ad Design specifics under "Digital" above.

Magazine

- Black & white (print version of magazine) **and** Full Color (digital version of magazine)
- No bleed, except for back cover
- 300+ DPI minimum
- PDF format
- Please outline fonts before saving the PDF.

Magazine Ad Sizes:

- Back Cover: 8.4375" x 10.75" with trim, (9.4375" x 11.75" with bleed),
- Full-page: 6.9375" x 9.375"
- Sidebar: 3.3" x 7.95"
- ½-page: 6.9375" x 4.65"
- ¼-page: 3.28" x 4.65"

Excerpting the Review in Ad Copy

- All excerpts must be attributed to *"—Kirkus Reviews"* in italics, with an em-dash, and industry standard best practices for proper excerpting must be followed. These practices include, but are not limited to, the following guidelines:
  - If words are omitted from a quote, ellipses must be inserted in their place.
  - No words may be added to the review.
  - The integrity of the review may not be altered.

KIRKUS AD DESIGN GUIDELINES

Please note that Kirkus has the right to reject artwork for any reason.