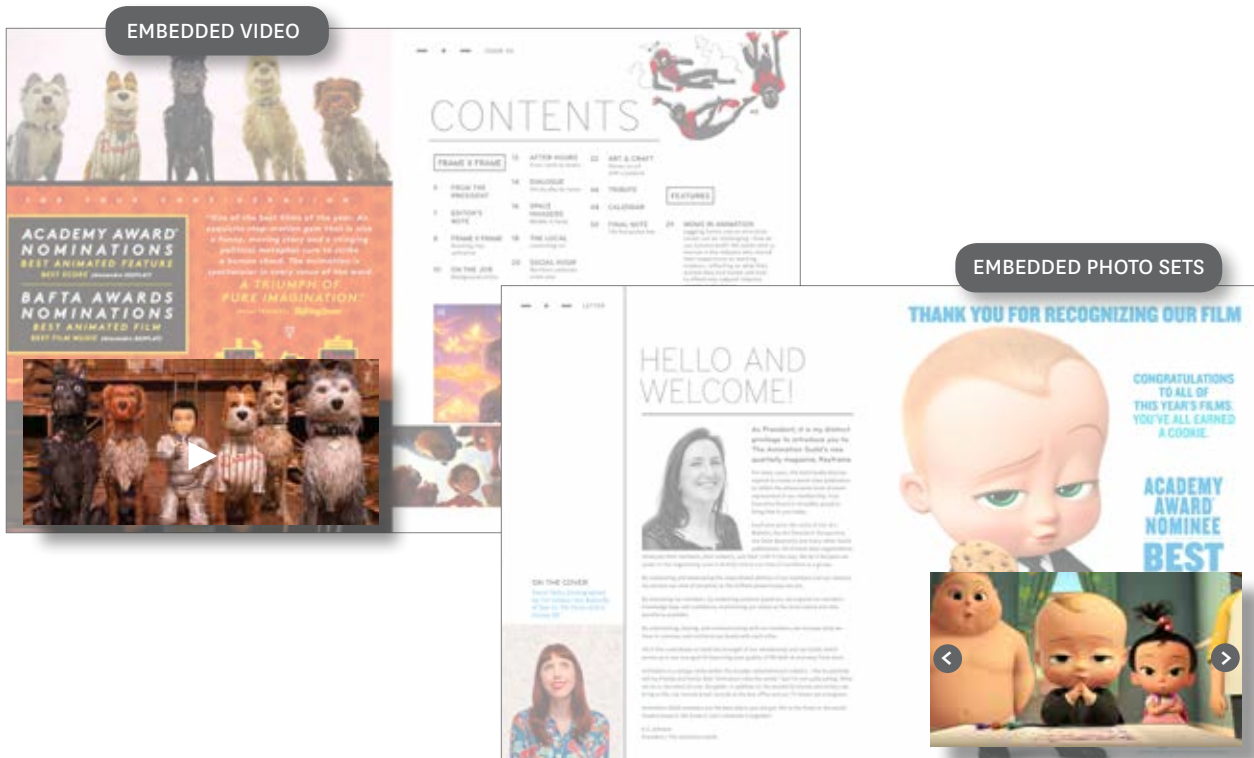


## Digital/Mobile Keyframe

A digital replica of *Keyframe* is created and emailed to all members on the same publication schedule and cycle. This digital/mobile version enables advertisers to embed interactive content (video, photo sets, hyperlinks) directly into their print ads, to better engage and inform mobile readers.



DIGITAL/MOBILE KEYFRAME

### INTERACTIVE ENHANCEMENT OPTIONS

#### EMBEDDED VIDEO:

Launch video directly within your ad with a simple click or tap. Video opens in a center screen covering page content, or within the frame of your ad. One video per ad, :30 seconds or less.

#### EMBEDDED PHOTO SET:

Add a set of still photographs from promotional brochures, photo books or other sources that launches with a click or tap within your ad. 15 max. images, optimized for web/mobile screen resolution.





### HYPERLINKS:

Multiple URLs can be embedded within an ad, either in the text, photos or the entire ad frame. No minimum or maximum number of URLs are required.

### MID-CYCLE ENHANCEMENTS OR AD CHANGES:

Advertisers have the option to change the above listed enhancements, or even the entire ad image, once within each printed publication cycle (either monthly or quarterly).

### RECOMMENDED VIDEO SPECS:

Format

MP4

Dimensions

960 px x 720 px (4:3 Standard)

960 px x 540 px (16:9 Widescreen)

Frame rate 15-24 fps

Length 15-30 secs

### SLIDE SHOW PHOTOS:

Format

JPG, Static Gif or PNG

Dimensions

960 px width

72 dpi

RGB

Up to 15 images

Audio MP3

### FILE DELIVERY:

Via IngleDodd FTP site, email

#### Upload:

Host: [www.ingledoddmedia.net](http://www.ingledoddmedia.net)

Login/Username: adart

Password: adart1

Place your ad in the TAG/TAG.org folder

Email: [artwork@ingledodd.com](mailto:artwork@ingledodd.com)

