

# CYNOPSIS MEDIA AD SPECS

## HOW TO SUBMIT YOUR AD

All creatives must be submitted in a Word Document (portrait setting, default margins) & must include three elements:

- 1) The creative
- 2) Any links within the ad
- 3) The title of the ad, such as A CYNOPSIS MESSAGE FROM...
- 4) Once steps 1-3 are complete, ads must be submitted directly to John Cox (John@cynopsis.com) and copy 311West@gmail.com & Trish@cynopsis.com as back-up.

## AD RULES

- In all creatives, please only use the font sizes 8, 10, 12, 13.5 or 18.
- 540 total characters are allowed including spaces.
- One line can be at a maximum font of 18, all remaining lines in the ad must be a 13.5 font or smaller.
- 11 lines maximum including blank lines and sources, please specify the location of any blank lines with the words (blank line) in parenthesis or an extra strike of the ENTER key.
- Dashes and bullet points do not transfer to our software; therefore we cannot guarantee any creative with either.
- If you are justifying your creative to the left or right, please, no enumeration, tabs or indented lines can be used within the ad. In lieu of enumerations or indenting, the space bar may be used, however, the result will vary in appearance depending on the viewing device, especially the smaller devices.
- Refrain from using any non-breaking spaces, as these do not translate to our software.
- Do not use the Uppercase/Lowercase Case Changer toggle in the creative, Outlook and other email providers can reverse this effect.

**THE DEADLINE FOR ALL ADS IS 6 P.M. EST  
THE NIGHT PRIOR TO PUBLICATION,  
NO EXCEPTIONS.**

## FONT SPECIFICATIONS

If you want an exact duplication please use one of the following fonts, and Microsoft safe colors.

- Arial
- Arial Black\*
- Courier New
- Garamond
- Georgia
- MS Sans Serif
- Segoe UI
- Tahoma
- Times New Roman
- Verdana

\*Arial Black sometime reverts to just Arial on iPhones & iPads so make sure to also make your Arial Black bold.

**Please Note:** While we may accept ads with other fonts or colors, Cynopsis cannot guarantee the result.

## SOURCING YOUR ADS

For ads using ratings data, Nielsen requires that creative and data be pre-approved by them, prior to publication. It is the Advertiser's responsibility to contact Nielsen directly to arrange approval, and notify Cynopsis Media when ad has been cleared to publish. Advertisers can contact their Nielsen rep for sanction guidelines.

Nielsen Data is included in character count. If space is an issue, advertisers can publish sourcing on their website and include the page's direct link within the ad in the Cynopsis Media e-publication.

### Requirements:

- Sourcing web-page must be permanent & appear on Static Web Page
- Downloadable PDF will not be accepted

## CONTACTS:

Ad Creative Questions: [john@cynopsis.com](mailto:john@cynopsis.com)

Sales Related Questions: [mike@cynopsis.com](mailto:mike@cynopsis.com) or [chris@cynopsis.com](mailto:chris@cynopsis.com)