



# foodism specs

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food is a religion.  
**foodism** is its  
temple. come and  
worship with us.

# print: overview

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Please follow all specifications carefully. While every effort is made to ensure that all advertisements are reproduced to the highest standard, Twenty Two Media will not accept responsibility for the reproduction of advertisements that have been supplied without a printed proof, nor when the PDF artwork has not been supplied to our specification.

You must notify your account manager to confirm receipt of artwork.

Send artwork to:  
[productionto@foodism.to](mailto:productionto@foodism.to)



# print: specs

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## Delivery

Artwork should be delivered by email to [productionto@foodism.to](mailto:productionto@foodism.to) or via web transfer. For email delivery, a maximum file size of 20MB applies. Please contact your account manager to confirm receipt of artwork.

Accepted delivery methods include: email, WeTransfer, DropBox, Google Drive, and OneDrive.

## Colour

Please use ICC colour profile:

**U.S. Web Coated (SWOP) v2**

When using black text, do not use rich black and only use 100% black (C=0 M=0 Y=0 K=0).

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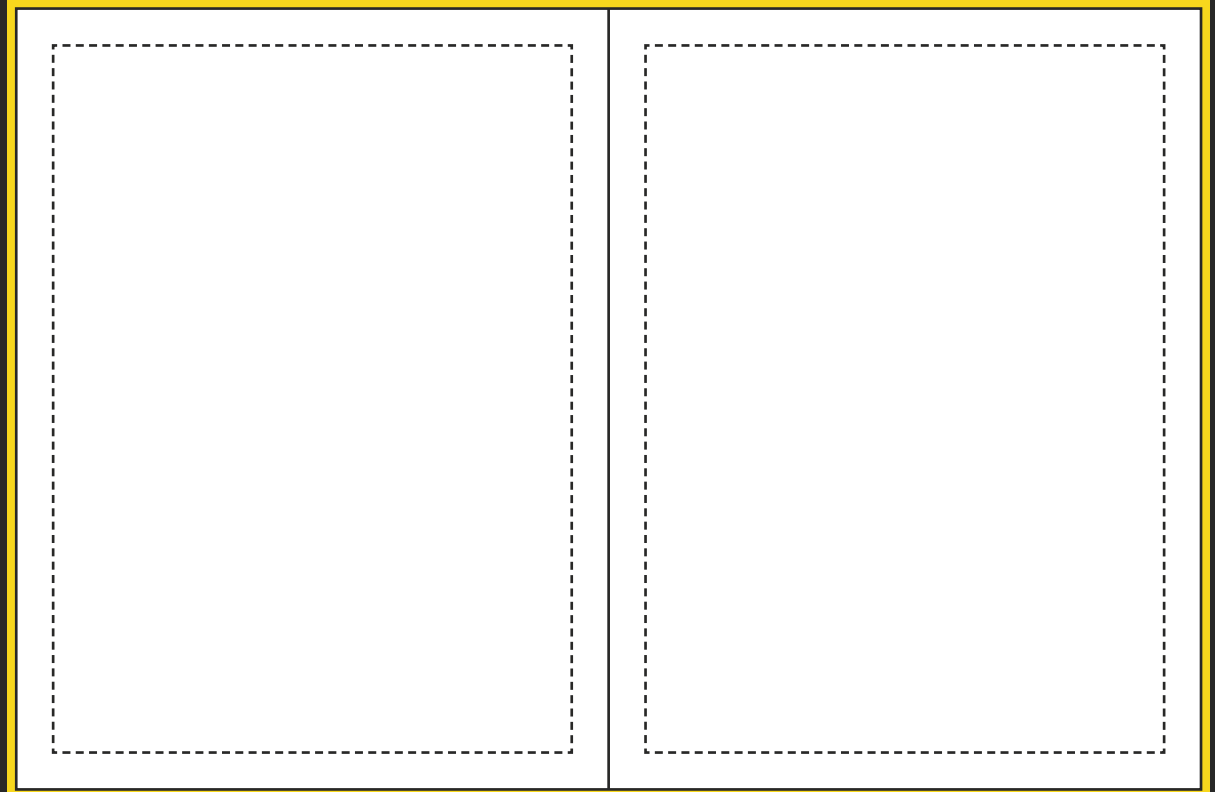
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## Double Page Spread

You must notify your account manager to confirm receipt of artwork.

### Dimensions

Trim	16.5in x 10.875in
Bleed	16.75in x 11.125in
Text area	7.25in x 9.875in



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## Double Page Spread

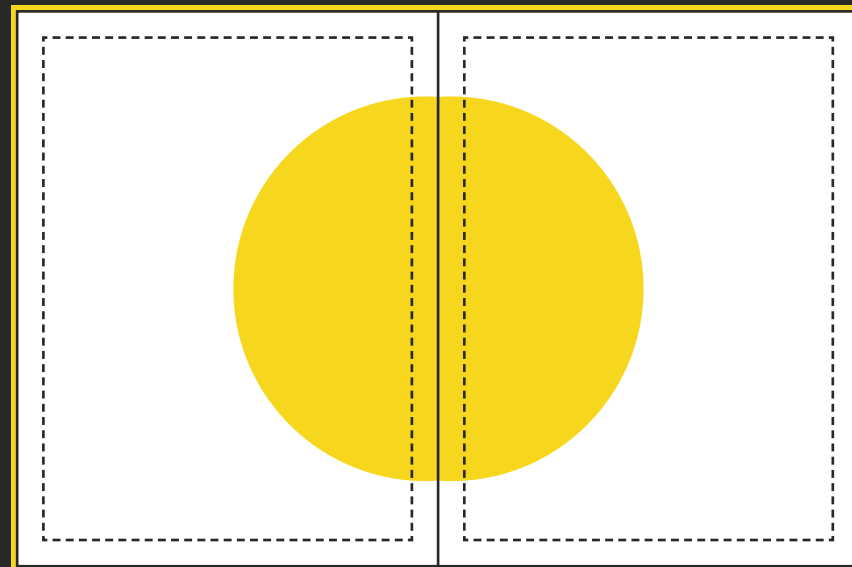
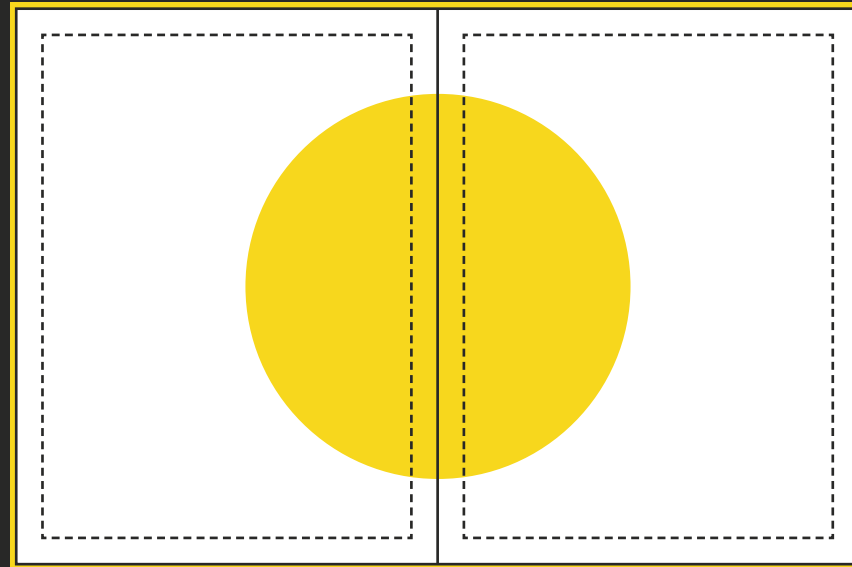
When supplying DPS artwork allow a 0.25in gutter / double image allowance (0.125in per page). This allowance should be on the spine edge and within the trim width. A DPS should be supplied as two single pages, marked LHP & RHP.

Step 1: Place the artwork, making sure it extends to the bleed.

Step 2: Position copy separately over top of artwork within the text area.

Step 3: Copy the image and separate into two parts: 1 left hand page, 1 right hand page)

Step 4: Select the left hand page image (not frame) and shift 0.125in left. Select the right hand page image (not frame) and shift 0.125in right. Text should remain in same position.



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## Recipes Column Ad

Please confirm column type with your account manager before designing.

### Dimensions

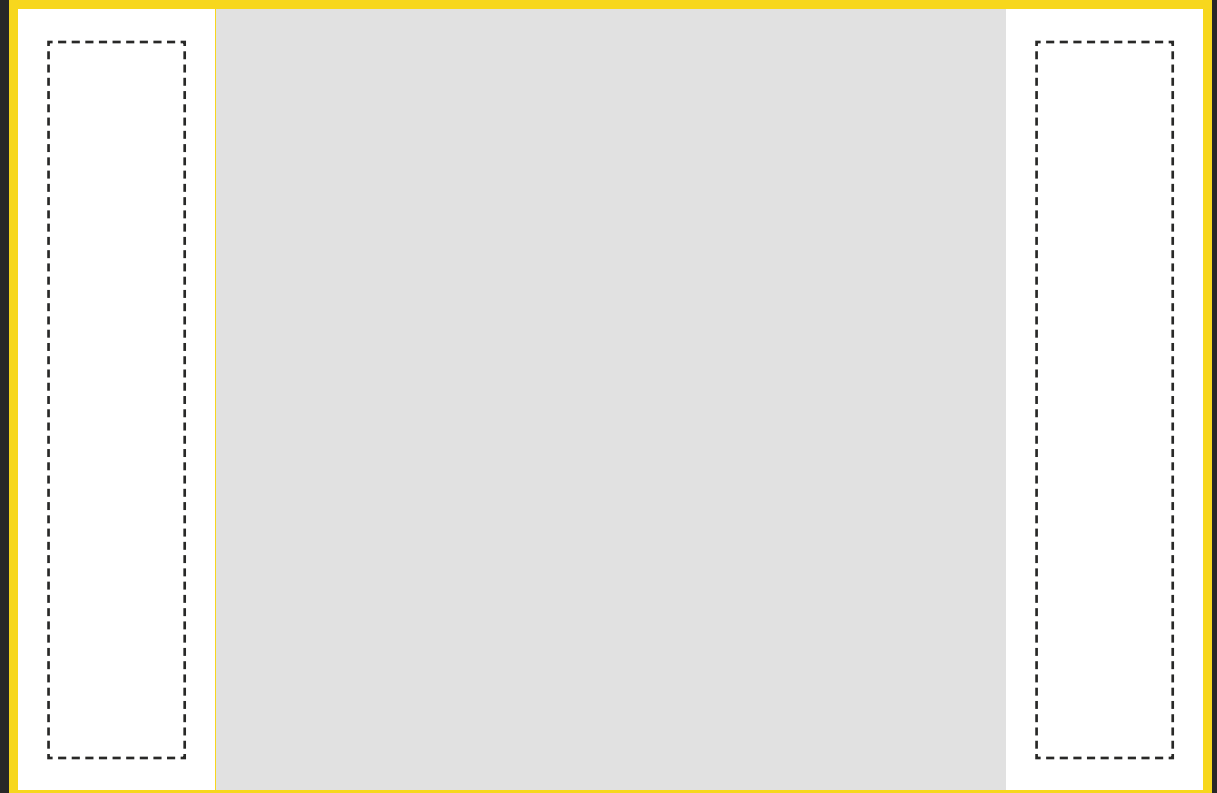
Trim	2.39in x 10.875in
Bleed	2.64in x 11.125in
Text area	1.91in x 9.875in

## Features Column Ad

Please confirm column type with your account manager before designing.

### Dimensions

Trim	2.74in x 10.875in
Bleed	2.99in x 11.125in
Text area	1.91in x 9.875in



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## Full Page

You must notify your account manager to confirm receipt of artwork.

### Dimensions

Trim	8.25 x 10.875in
Bleed	8.5in x 11.125in
Text area	7.25in x 9.875in



# digital: overview

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Completed online artwork must be submitted at least a week before it is scheduled to ensure that it meets our specifications.

We recommend keeping file sizes smaller where possible in order to ensure artwork has maximum exposure under restricted bandwidth conditions – particularly for newsletters.

Please note: campaigns not providing a full set of leaderboards and MPUs will be unable to reach our full audience across all devices.

JPG, GIF, PNG file formats accepted.

You must notify your account manager to confirm receipt of artwork.





# digital: specs

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## Delivery

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## Colour

RGB colour only. Please use Target sRGB IEC61966-2.1 for proofing.



# digital: specs

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## Rich Media

Any HTML5 creatives must have an initial / polite load size under 100K, and ideally progressively load on user interaction.

Flash creatives are no longer supported. In some instances they can be converted to HTML5 using tools widely available on the web but you are required to test the output thoroughly before submission.

Frame rate must be no more than 20fps. Ads must not loop more than three times or exceed a total of 30 seconds animation time.

No host-initiated audio is permitted on foodism.to. Audio must be user-initiated by clicking within the banner and must contain clearly visible "Mute" and "Stop" functionality. Video can be host or user-initiated.



### Leaderboards

Desktop: 728px x 90px  
 Tablet: 468px x 60px  
 Mobile: 320px x 50px

All three sizes must be included.

### MPUs

MPU: 300px x 250px  
 Double MPU: 300px x 500px  
 Super MPU: 640px x 1280px  
 Half Page: 300px x 600px

All four sizes must be included.

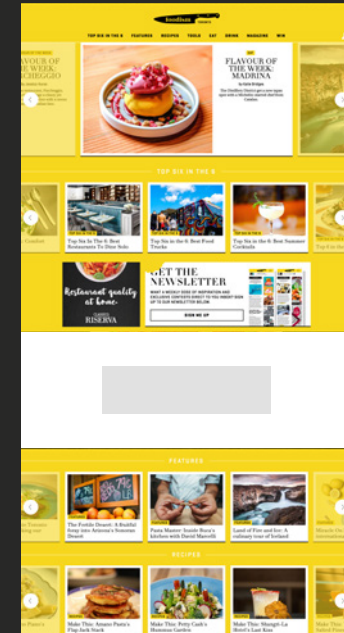
### Epic Parallax

Backgrounds:  
 Desktop: 1920px x 1080px  
 Tablet: 970px x 450px  
 Mobile: 728px x 450px

Billboards:  
 Desktop: 970px x 250px  
 Tablet: 728px x 250px  
 Mobile: 300px x 250px

All background and billboard sizes must be included.

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### Epic Parallax

Requires the full set of three background and three billboard sizes for each parallax strip. Use the PNG 24-bit format.

### Run of Site Campaigns

Include all Leaderboard sizes, and the MPU size (though we recommend also including the Half Page and Double MPU sizes).

### Home Page Takeover

Include Epic Parallax creatives, one complete set of Leaderboard sizes, Half Page, Double MPU and MPU sizes.

### Notes

Static artwork may be compressed for performance optimisation.