



Standard Display Ad Specs

Rich Media Ad Specs

Ad Units (Creative Unit Name)	Initial Dimensions (WxH in pixels)	Ad Format	Total Network Load	Animation/ Video Guidelines	Max Initial File Requests	Max Static Image File Size	Time to Visual Start	Borders Required Y/N	3rd Party Tags Accepted Y/N	Max Number of 3rd Party Tags Accepted Per Placement	IAS Monitor- ing Tags Accepted Y/N	Notes (See also Heavy Ad Guidelines)
Leaderboard	728x90	Image File, HTML5	Cannot exceed 800 KB	3 loops max, 15 sec max length Video not allowed	10	350KB	Cannot exceed 1 second	Y	Y	1	Y	An ad should not impose more than an average of 30% CPU utilization during the first 30s when the ad is loaded. This translates to a total of 12s of CPU consumed.
Billboard	970x250	Image File, HTML5	Cannot exceed 800 KB	3 loops max, 15 sec max length Video not allowed	10	350KB	Cannot exceed 1 second	N	Y	1	Y	An ad should not impose more than an average of 30% CPU utilization during the first 30s when the ad is loaded. This translates to a total of 12s of CPU consumed.
Rectangle	300x250	Image File, HTML5	Cannot exceed 800 KB	3 loops max, 15 sec max length Video not allowed	10	350KB	Cannot exceed 1 second	Y	Y	1	Y	An ad should not impose more than an average of 30% CPU utilization during the first 30s when the ad is loaded. This translates to a total of 12s of CPU consumed.
Half Page	300x600	Image File, HTML5	Cannot exceed 800 KB	3 loops max, 15 sec max length Video not allowed	10	350KB	Cannot exceed 1 second	Y	Y	1	Y	An ad should not impose more than an average of 30% CPU utilization during the first 30s when the ad is loaded. This translates to a total of 12s of CPU consumed.
Intro Ad	760x500, 640x480 or, 970x250 (additional 300x250 required to serve on mobile)	Image File, HTML5	Cannot exceed 800 KB	3 loops max, 15 sec max length Video not allowed	10	350KB	Cannot exceed 1 second	Y	Y - 1x1 track- ing tags only	1	Y	An ad should not impose more than an average of 30% CPU utilization during the first 30s when the ad is loaded. This translates to a total of 12s of CPU consumed.
Premium Button	195x90	Image File, HTML5	Cannot exceed 400 KB	3 loops max, 15 sec max length Video not allowed	10	150 KB	Cannot exceed 1 second	Y	Y	1	Y	An ad should not impose more than an average of 30% CPU utilization during the first 30s when the ad is loaded. This translates to a total of 12s of CPU consumed.
Standard Button	120x60	Image File, HTML5	Cannot exceed 400 KB	3 loops max, 15 sec max length Video not allowed	10	150 KB	Cannot exceed 1 second	Y	Y	1	Y	An ad should not impose more than an average of 30% CPU utilization during the first 30s when the ad is loaded. This translates to a total of 12s of CPU consumed.
Logo Button	88x31	Image File	Cannot exceed 400 KB	3 loops max, 15 sec max length Video not allowed	10	150 KB	Cannot exceed 1 second	N	Y	1	Y	An ad should not impose more than an average of 30% CPU utilization during the first 30s when the ad is loaded. This translates to a total of 12s of CPU consumed.
Sponsored Search Textlink	40 characters for one line of text, 65 characters for two lines of text (both limits include spaces)	Text	N/A	N/A	N/A	N/A	N/A	N	Y - 1x1 track- ing tags only	1	Y - 1x1 tracking tags only	N/A
65-character Textlink	65 characters, including spaces	Text	N/A	N/A	N/A	N/A	N/A	N	Y - 1x1 track- ing tags only	1	Y - 1x1 tracking tags only	N/A



Standard Display Ad Specs

eNewsletter Specs

Ad Units (Creative Unit Name)	Initial Dimensions (WxH in pixels)	Ad Format	Z-index Range	Animation/Video Guidelines	IAB Recommended/ Max Initial File Requests	Max Static File Size	Time to Visual Start (Recommended 0.5 - 0.8 Seconds)	Borders Required Y/N	3rd Party Tracking Tags Accepted Y/N	Max # of 3rd Party Tracking Tags Accepted	IAS Monitor- ing Tags Accepted Y/N	Heavy Ad
Rectangle	300x250	JPG/JPEG only	N/A	JPG/JPEG only	a	150 KB	N/A	Y	1x1 impression and click track- ers only	1	N	File size must be <100KB



Heavy Ads Guidelines

Heavy Ads

Morningstar does not allow resource-heavy ads run on our websites. A Heavy Ad takes an excessive amount of network bandwidth and battery power to render on the browser and thereby creates a negative user experience. This includes making the page slow to render, draining device battery and consuming data.

Morningstar requirements:

- ▶ Morningstar allows a maximum total network load of under 800 KB.
- ▶ Morningstar allows maximum Polite loads or subloads under 500 KB.
- ▶ We recommend balancing the total network load size with the start-up and initial loads.

Chrome will unload (or block) ad iframes that use an egregious amount of CPU or network bandwidth as part of their 'heavy ad intervention' feature.

Heavy Ad Criteria

An ad is considered heavy if the user has not interacted with it (for example, has not tapped or clicked it) and it meets any of the following criteria:

- ▶ Uses the main thread for more than 60 seconds in total
- ▶ Uses the main thread for more than 15 seconds in any 30 second window
- ▶ Uses more than 4 megabytes of network bandwidth

Heavy ads are digital advertisements that consume an inordinate amount of system resources and can significantly slow down website page load times. It creates a negative experience on the website due to the disproportionate use of resources on their device. Simply put, it is a mechanism to detect, unload and remove video ads that consume large amounts of system resources such as network bandwidth and CPU processing power.

All resources used by any descendant iframes of the ad frame count against the limits for intervening on that ad. It's important to note that the main thread time limits are not the same as elapsed time since loading the ad. The limits are on how long the CPU takes to execute the ad's code. The less processing time that is required of the main thread, the faster it can respond to user events and layout shift requirements. Therefore creates faster page load times and better responsiveness.



Video Pre-Roll Specs

Pre-Roll Format

VAST, VPAID or MP4 files with 1x1 impressions & click trackers

Duration

Click-through URL, if desired

Resolution

16:9 aspect ratio

Typical resolutions are:

- ▶ 1280x720 for 720p
- ▶ 1920x1080 for 1080p

Max file size

10 MB

Frame Rates

30 fps

Codec

H.264 Encoded MP4 File Type

Video Target Bitrate

- ▶ 1500-2500 kbps for 720p
- ▶ 2500-3500 kbps for 1080p

Click URL

Click-through URL, if desired

Video Interlacing

Progressive scanning, ie non-interlaced. No intra-field motion (blended frames) or interlacing

Audio Codec

AAC-LC or HE-AACv1

IAS Monitoring Tags Accepted Y/N

Y



Dedicated Email Specs

Required Assets and Content Guidelines

1. HTML File

- ▶ File must contain 3rd party references to images and click-thru URLs or a zip file that contains an HTML file and image files. In either instance, the click-thru URLs must be coded into the HTML file.
- ▶ Any 3rd party tracking tags must be provided at the time of HTML file submission.
- ▶ Content/messaging must adhere to the Morningstar Advertising Guidelines and the primary focus may not be on Morningstar's competitors or competitor's awards.
- ▶ Do Not Include: Pre-header (Morningstar does not support pre-headers).
- ▶ Morningstar will NOT host images. All images must be hosted on client/agency side.

Note: If using Morningstar IP (star ratings, analyst ratings, Morningstar data of any kind), the client must have prior approval from their Morningstar Customer Success Manager (CSM) on the treatment of such data in the Email HTML

2. Subject Line

- ▶ To clearly indicate that the content is coming from the advertiser and not Morningstar, the subject line must be in this format: "Advertiser Name: Subject line".
- ▶ "Morningstar" or any reference to Morningstar IP may NOT be mentioned in the subject line under any circumstance.
- ▶ The subject line cannot read/be interpreted as an endorsement from Morningstar.
- ▶ The subject line may not make mention of Morningstar competitors (ex. Barrons, Lipper, etc.).
- ▶ Character limit may not exceed 70 characters including spaces. Please note, when opening on a mobile phone, only 41 characters are visible, so Morningstar recommends a brief subject line for maximum readability and impact.

3. 3rd Party Tracking Tags (optional)

If tracking will be provided, all 3rd party tracking must be provided at the time of HTML file submission, so they are included in the preview/test email (below in #4).

4. Proof/Preview List

Please provide a list of email recipients that we should send the preview email to for approval.

Note: The advertiser will receive preview/test emails of all versions of the e-mail for approval prior to the mail date.

5. Unsubscribe

DO NOT include an unsubscribe link in the email. Morningstar includes a top/bottom disclaimer that includes an unsubscribe link.

From/Reply

morningstar@mailing.morningstar.com

Timing/Due Dates

- ▶ All assets as defined above are required 7 business days in advance of the drop date to allow enough time to build the email, send proofs for review and make any necessary edits for final approval. Final approval from the client/agency is required no later than 48 hours prior to the drop. If assets are not received 72 hours in advance of the drop date and final approval is not received by 48 hours prior to the drop, advertiser will forfeit the drop and remain responsible for payment.
- ▶ E-mail delivery begins at 10am on the scheduled date.

Dedicated Email Specs Continued

Technical Guidelines

When building HTML, please build for email clients (ie: Outlook, Gmail, etc.), not web browsers (ie: Edge, FireFox, Chrome, Safari). We're utilizing a few major web browsers, and more than 10 different email clients, each with a solid market share. Each of these email clients render HTML and CSS in their own ways. So, please test your HTML email coding to make sure it will work in all the different email clients. In addition to your own practical testing, it's a good idea to use a third-party email testing service. These services test emails across many email clients and browsers. Examples of these services include:

- ▶ <https://litmus.com/email-testing>
- ▶ <https://mailtrap.io/>
- ▶ <https://previewmyemail.com/>
- ▶ <https://www.emailonacid.com/>

Email File Size

The weight of the HTML is important because Gmail hides email content behind a "view entire message" link when the message size is larger than 102 KB and hides the full content. We recommend an average HTML weight of 53 KB and under and an average image weight under 2.5 MB.

Dimensions/Layout

- ▶ Desktop maximum width must be no larger than 600 px.
- ▶ Mobile email design width Portrait 320 px.
- ▶ Vertical layout instead of horizontal is preferable.
- ▶ Calls-to-action should be clear and enticing.
- ▶ While newsletters are typically designed in two or three columns, mobile-optimized emails should be designed in a single-column template.

Images Size and Format

- ▶ Static images (GIF, PNG, JPG) only.
- ▶ Each Image must not larger than 200 kb.
- ▶ All images must insert <alt> tag.
- ▶ Animated gifs are not accepted.
- ▶ Please use absolute URLs for your graphics.
- ▶ No background images or image maps. Many email clients (e.g. Outlook) do not support background images.
- ▶ Graphic text is not recommended for paragraphs.
- ▶ No spaces in file names. Use underscores or hyphens.
- ▶ Use only system fonts for compatibility.
- ▶ No rich format elements (Flash, Video).
- ▶ Rather than embedding videos into emails, use a still image linked to a video.



Dedicated Email Specs Continued

Copy and Content

- ▶ Use short sentences and paragraphs.
- ▶ Use design elements like spacing and dividing lines to distinguish the content sections from one another.
- ▶ Use bold typeface and sub headers to make certain words stand out.
- ▶ Use bullet points to showcase benefits.
- ▶ Use web-safe standard fonts. e.g. - Arial, Arial Black, Arial Narrow, Comic Sans, Courier New, Georgia, Impact, Tahoma, Times New Roman and Verdana.
- ▶ Ideal font size for body copy is 14 pixels and title are minimum 22 pixels which provides decent readability on mobile phones.
- ▶ No custom fonts. (unless they are contained within images)
- ▶ Increase font size, line spacing, button sizes and white space to make it easy to touch on touch screens.
- ▶ As mobile devices don't support hover states, make sure your links, buttons etc. are clearly visible as clickable objects.
- ▶ Clickable Action buttons should be static images instead of coded into the HTML because Outlook does not render rounded corners and background colors correctly.
- ▶ Click URLs with UTM codes may be slightly changed by our deployment system due to tracking. If you would like to track clicks on your own to keep the correct UTMs in place, please let us know.
- ▶ Improper DOCTYPE may cause layout issues.
- ▶ The DOCTYPE declaration affects the way some browsers and clients render HTML content. As a default, you should use XHTML 1.0 Transitional: <http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd>.
- ▶ Use only inline CSS styles.
- ▶ Use <table> for layout instead of CSS.
- ▶ Avoid image only email.
- ▶ No more than 25% of the real estate in your email template should be image-based. At least 3/4 of the email should be readable without images.
- ▶ Make sure your content resides inside the <body> tag.
- ▶ Use <div> tags instead of <p> tags to wrap blocks of text.
- ▶ Reset margins on divs via inline styles, use padding for spacing.
- ▶ Use embedded tags in conjunction with inline CSS to format text.
- ▶ For more consistent layout, set height and width attributes only on elements.
- ▶ Do not use images for border effects. The better approach is to use a background color on a td element. For example: . Do not use shorthand hex values (#000).
- ▶ Avoid nesting more than two tables in your layout.
- ▶ Do not use transparent spacer gifs.
- ▶ Do not use images for borders.
- ▶ Add alt attributes to images that feature important content.
- ▶ Avoid white space between table cells. Spaces between the closing tag of one cell and the opening tag of another should be removed to avoid gaps and layout issues.
- ▶ We recommend you provide a link in your email to view an html version of the creative via a browser. HTML does not render the same way in every client or browser which might result in some variation of the final display.
- ▶ It is recommended that the width of the email be around 600px-800px. Vertical height can vary. Email size should be kept under 500KB. No animation is allowed.
- ▶ Use cell padding for spacing.

Dedicated Email Specs Continued

HTML Styling

Using Tables for Layout

- ▶ Use table-based HTML; minimize <div> tags and avoid floating or absolute positioning.
- ▶ Using a container table for width and an inner table for cell padding is a universally accepted way to add padding to your EDM.
- ▶ When using tables, don't forget border="0" cellpadding="0" cellspacing="0".
- ▶ When using div tags be sure to use container divs to assign width and then nested divs to assign margin/padding (the same way as you would use tables). If assigning width and margin/padding to the one container div it will break in some email clients.

For example:

```
<div style="width:600px">
    <div style="margin:0px 30px;">
        Content Goes Here
    </div>
</div>
```

- ▶ <div> elements can be used, but they may cause positioning issues in email clients like Outlook. Using tables is safer.
- ▶ Padding is often stripped in many mail clients. If you want to style an element, use Margin.
- ▶ Spans and divs are used sparingly to achieve specific effects, while HTML tables do the bulk of the layout work.

Set Widths in Each Cell Rather Than on the Table

- ▶ Set your container table to 98% width—Yahoo! Mail needs a 1% margin on each side. If side gutters are critical, use 95–90%. Tables inside the container should be 100% width.
- ▶ Email clients are unreliable when it comes to deducing the correct width of a cell, so it's safest to explicitly set one. Pixel widths are the most reliable, as using percentages can give you inconsistent results, especially when using nested tables.
- ▶ Set cell padding using either the table's cellpadding or CSS on individual cells; avoid mixing both, as it can cause problems.

Nest Tables for Consistent Spacing

Even when margins and padding are supported by most email clients, results will be inconsistent. If the spacing is critical to you, try nesting tables inside your main table instead.

Set a Background Color on a Container Table

- ▶ Please set a Background Color on a Container Table, not in the <body> tag. Some email clients will ignore a background on the <body> tag, or one that's set in your style sheet. Having a wrapping table around all your content and setting a bgcolor attribute on it will work around this issue. Do not use <body> tag attributes (bgcolor, background, etc.) and do not apply any markups or styles in the section. Web-based email clients will often filter out this code.

General Guidelines

- ▶ CSS2 instead of CSS3
- ▶ HTML4 instead of HTML5
- ▶ No JavaScript
- ▶ No iframes
- ▶ No bookmark anchor tags in HTML
- ▶ No overlapping content
- ▶ Use background-color instead of background
- ▶ HTML attributes instead of CSS

Dedicated Email Specs Continued

Ensure HTML Is Properly Formatted Using Standard Tags

1. Use Inlined CSS

- ▶ All styles **must** be inlined and may not reference external style sheets via <link>. Do not place styles in the <head>, as Gmail strips the entire style element and leaves emails unstyled. Use inline CSS Font tags, which are the safest option, since many email clients remove non-inline CSS.
- ▶ If using CSS, do not embed global styles in the <head> tag; apply styles individually to each element instead.
- ▶ Put general font style information in the table <td> closest to the content.

Do

```
<p style="color:red;">The color of this paragraph text is red.</p>
<p style="color: #FF0000;">The color of this paragraph text is red.</p>
```

Don't

```
p { color: red; }
P { color: #FF0000; }
<p style="color: #FF0;">The color of this paragraph text is red.</p>
```

2. tags are not suggested, is more compliant and should be used instead.

Do

```
<span style="color:blue; font-size:12px;">This text has a font size of 12px.</span>
```

Don't

```
<font size="2" color="blue">This is the text. </font>
```

3. All HTML tags should be closed and correctly nested.

Do

```
<b>This is bold</b>

<b><i>This is bold and italicized</i></b>
```

Don't

```
<b>This is bold

<b><i>This is bold and italicized</b></i>
```

4. Ensure images have width and heights specified.

Do

```

```

Don't

```

```

5. Pixels should not be specified in tags.

Do

```
<img width="50"/>
<table width="600"></table>
```

Don't

```
<img width="50px"/>
<table width="600px"></table>
```

Dedicated Email Specs Continued

6. Click-through and image URLs must be absolute path and open in a new window.

Do

```
<a href="https://www.company.com/abc.html"
target="_blank">Link</a>
```

Don't

```
<a href="abc.html">Link</a>
```

7. No CSS shorthand is used: instead of using the abbreviated style rule `font: 12px/16px Arial, Helvetica`, you should instead break this shorthand into its individual properties: `font-family`, `font-size`, and `line-height`.

Do

```
font-family, font-size, and line-height.
font-family: Arial, Helvetica, sans-serif; font-size: 12px;
line-height: 16px;
```

```
Use <span style="color:#ffffff;">
```

Don't

```
12px/16px Arial, Helvetica
```

```
<span style="color:#fff;">
```

Apple News Ad Specs

Morningstar uses Apple WorkBench to traffic ads. Please follow the Apple News specifications. We serve IAB 300x250 ads and MREC banners—provide two image files. See specs below.

IAB 300x250 Banner Spec

- ▶ Dimensions in pixels : 300x250
- ▶ Max File Size : 500KB

<https://support.apple.com/guide/adguide/iab-banner-specs-apd9c9243bfc/1.0/icloud/1.0>

Medium Rectangle (MREC) Banners

- ▶ Dimensions in pixels : 900x750
- ▶ Max File Size : 500KB

<https://support.apple.com/guide/adguide/standard-double-large-and-mrec-banner-specs-apdf13d87b73/1.0/icloud/1.0>

For use of third-party ad tags, please see Third-party ad tag technical specs.

<https://support.apple.com/guide/adguide/third-party-ad-tag-technical-specs-apd31b652435/1.0/icloud/1.0>

Reference

Ad Specifications for Apple News

<https://support.apple.com/guide/adguide/ad-specifications-for-apple-news-apda0878bbd9/icloud>

Rendered Display Information

<https://support.apple.com/guide/adguide/rendered-display-information-apdcdc293e0d/icloud>

In-Article Content Unit

Version 1

Guide to the Markets

A comprehensive array of market and economic histories, trends and statistics through compelling charts you can share with your clients.

VIEW THE GUIDE >

Version 2

Volatility is Normal; Don't Let it Derail You

A long-term view can help keep investors on track. Let's navigate the market to build stronger portfolios.

VIEW THE GUIDE >

In-Article Content Unit Specs

Component	Initial Dimensions (WxH in pixels)	Ad Format	Additional Notes
Logo	120x60	Static image file (jpg, png)	Logo is at the bottom of the unit
Headline Copy	26 characters (w/ spaces)	text	Headline font color can match advertiser's brand colors. Please provide hex code #
Body Copy (4-lines)	140 characters (w/spaces)	text	
Call-to-Action Copy	18 characters (w/ spaces)	text	CTA button can match advertiser's brand colors. Please provide hex code #

Component	Initial Dimensions (WxH in pixels)	Ad Format	Additional Notes
Logo	120x60	Static image file (jpg, png)	Logo is at the bottom of the unit
Headline Copy	56 characters (w/ spaces)	text	Headline font color can match advertiser's brand colors. Please provide hex code #
Body Copy (3-lines)	110 characters (w/spaces)	text	
Call-to-Action Copy	18 characters (w/ spaces)	text	CTA button can match advertiser's brand colors. Please provide hex code #

Tracking

Tags Allowed	
Click Tracker	Single 1x1
Impression Tracker	Single 1x1

Tags Allowed	
Click Tracker	Single 1x1
Impression Tracker	Single 1x1

Guidelines

Advertiser's content and landing page subject to approval by Morningstar

In-Article content unit to be built by Morningstar and must adhere to Morningstar's design and copy guidelines

A max of three different units can run at one time, content can be updated on a monthly basis

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Morningstar Magazine Digital File Specs

Mechanical Specifications

Ad Size	Trim	Live	Bleed
Full Page	8.75" x 10.75"	8.25" x 10.25"	.125"
Full Page Spread	17.5" x 10.75"	17" x 10.25"	.125"
1/2 horizontal	N/A	7.625" x 4.375"	N/A

Printing Process:

Offset

Binding Method:

Perfect Bound

Line Screen:

133

Max Density:

4 Color 290%. 2 Color 190%. All material should comply with SWOP specifications.

Safety:

Keep all LIVE matter, not intended to trim, 1/4" from TRIM edges.

Gutter Safety for Spreads:

Allow 1/4" on each side of the gutter, 1/2" total gutter safety.

Media

E-mail (maximum file size 10 MB)

advertisingUS@morningstar.com

Media Labeling Requirements:

- Agency Name
- Contact Name
- Phone Number
- Ad Number/Name
- Vendor Contact
- List of Content

Proofs

- Content and Position Proofs
- Supply hard copy proof matching each digital file
- Proofs must be provided at 100% size

Morningstar Magazine Digital File Specs Continued

Off-Press Proof Cover Sheet

The off-press proof should be accompanied by a cover sheet or equivalent (e.g. label) stating the proofing product or system used, name, address, contact person of the prepress service supplier and information relating to conformance with the manufacturer's Application Data Sheet.

Contract Proof Options

Proofs are subject to annual SWOP® certification. Visit <http://www.swop.org/certification.html> for a complete up-to-date listing of SWOP® approved color proofs.

Control Bar

All off-press proofs should include a color bar. This color bar should be at 133-line screen on all halftone proofs - analog or digital. All color bars should include a solid and 25%, 50% and 75% tints of each process color; solid overprints and at least one gray balance patch (cyan = 50%, magenta & yellow = 39%). Two-color overprints at 25%, 50%, and 75% are also recommended. This color bar could take the form of a manufacturer's color control guide, a GCA/GATF Proof Comparator, or a GATF/SWOP Proofing Bar or their digital equivalents. An exposure control element may also be included where appropriate.

Data Formats

- ▶ Desktop file formats (disks should include): Original InDesign, QuarkXpress, Illustrator, or Photoshop document. Documents should be supplied as single independent pages. **Color files must be CMYK format** (no RGB, Index, Pantone, or LAB colors. Spot colors will be converted to process unless indicated otherwise)
- ▶ PDF/Acrobat 3.0 (Compatible)
- ▶ PDF/X1-a
- ▶ Logos and **high-resolution files (300 dpi)**. High-res files should be placed in original layout documents—no FPO images. Graphics should be TIFF or EPS format (no JPEGs, PICTs, RIFFs or GIFs).
- ▶ All screen and printer fonts used in page layout documents and within EPS supplied artwork files. Documents must contain Type 1 postscript fonts. TrueType, Multiple Master, Type 3 and
- ▶ Compact fonts are not supported. Do not use menu style fonts.

Miscellaneous Instructions

Desktop Instructions

- ▶ Build pages to trim size and extend bleed beyond page edge.
- ▶ Do not stylize fonts from layout application such as making the type bold or italic. While the appearance of the font will look good on the screen, what prints will be the unstylized font.
- ▶ All elements must be at 100% size. Scale images outside the page layout program.
- ▶ Rotation and cropping of images in layout program should be avoided.
- ▶ If any solid black type or solid black type boxes are needed to knock-out of a background, a separate color should be created in the applications color palette with the following tint values assigned to it: 100% Black, 25% Cyan, 25% Magenta, 25% Yellow.



Morningstar Magazine Digital File Specs Continued

- ▶ Include all fonts, images/scans, logos/artwork.
- ▶ Do not nest EPS files in other EPS files.
- ▶ Do not compress any image files.
- ▶ All images/scans must be in CMYK mode for 4/c ads.
- ▶ All images/scans must be in Grayscale mode for B&W ads.
- ▶ All colors in the page layout program should be changed to CMYK. Spot colors should be turned off except when a spot color is required.
- ▶ Font information should include, manufacturer, font name, and version.
- ▶ Four-color solids should not exceed SWOP density of 300%.
- ▶ Supply Quark "Collect for Output" or similar reports.

Shipping

Please include an insertion order with all materials. Direct production inquiries and advertising materials to:

Alex Skoirchet

Morningstar Inc.

22 W. Washington St., Suite 6

Chicago, IL 60602

Phone: 312 696-6545

Alex.Skoirchet@morningstar.com