

## FA Digital Edition

(All digital materials are due 5 business days prior to 1<sup>st</sup> day of issue month)  
Cover Sponsorship - Trim 8 1/8" x 10 7/8" | Bleed 8 3/8" x 11 1/8" | Live Area 7 5/8" x 10 3/8"  
File Format – High resolution PDF, URL address required for click-through.

Video Enhancement - Maximum 100MB, 480 wide minimum (recommended), 4 minutes maximum  
File Format - MPEG (.mpg, .mp4), Windows Media (.wmv), Flash Video (.flv), QuickTime (.mov),  
AVI (.avi), YouTube (embed URL) is digital edition only.

## FA Digital Edition Mobile Apps

### Storefront

**Size** 2048x450 – safety area 1536x450 example below

**File Formats** PNG or JPG

Click tracker accepted, Impression Pixel Not accepted

### Auto Trigger Ad

Url of the advertiser's choice and can be placed over any page within the app

### Additional adjacent ad pages

Make your full page print magazine ad a spread in the app by adding additional page or profile

Storefront example -

The diagram illustrates the specifications for a storefront banner. The main banner is 2048 px wide (labeled as '2048 px (iPad Landscape)') and 450 px high. A safety area of 1548 px is indicated for 'iPad Portrait and iPhone'. Margins of 250 px are shown on the left and right sides. Below the diagram, two examples of banner layouts are shown. The top example features a mountain image on the left and text on the right: '6th Annual INSIDE ALTERNATIVES July 13-14, 2015 Sheraton Denver Downtown | Denver, CO For more information Tap Here.' The bottom example features the Franklin LibertyShares logo on the left and the text 'See why our strategic beta ETFs put stock in the Human Factor™' with a 'LEARN MORE >' button on the right. Both examples include the Franklin Templeton Investments logo and copyright information at the bottom.