

Refcard

Ad Sizes & Specs

Logo

- 3:1 landscape/ horizontal
- PNG or SVF (transparent background needed)
- 300dpi resolutions

Full-Page & Box Ads

- Box Ad: PNG, minimum 980x780 pixels, 1960x1560 pixels preferred
- Full-Page: PDF 8.5”w x 11”h
- 300dpi resolution
- Under 1MB
- Click-through URL (UTM tracker)
 - Links for Box and Full-Page ads can be the same, or 2 may be provided

Best Practices

- Roughly 2500 to 3000 words max
- A mix of text, tables, diagrams, and code as required by the card’s content.
- Images should be submitted as separate, high-res files in a square or vertical layout. They should present ideas as simply as possible, as complicated images will not be readable in our two-column format.
- A Word doc or Goodle doc format

Lead Time

Submit all assets 4 weeks prior to scheduled launch

Refcard

Author Submission Materials

- A signed statement of work through DocuSign
- A first draft of the Refcard content by an agreed-upon date set in the statement of work.
- Your headshot in portrait layout, ideally 600x600 at 300dpi.
- Your author bio around 400 characters total.
- You must also create a DZone account with your real name, photo, and job title included in your profile. Due to GDPR, we can't create one for you.