

# Refcard

## Ad Sizes & Specs

### Logo

- 3:1 landscape/ horizontal
- PNG or SVG (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.

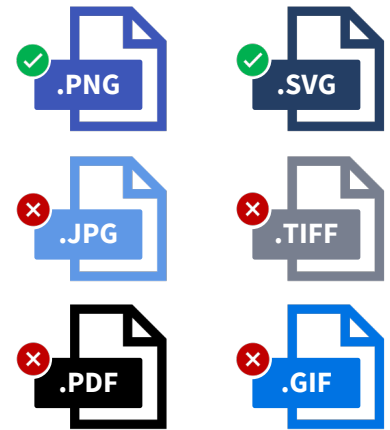
# Logo Submissions: Do's and Don'ts

## Publication-Friendly File Formats

**Do:** High-resolution PNG or SVG Files

**Don't:** While commonly used, these file formats – among others – cannot be submitted for DZone publications:

- JPG/JPEG
- TIFF
- PDF
- GIF

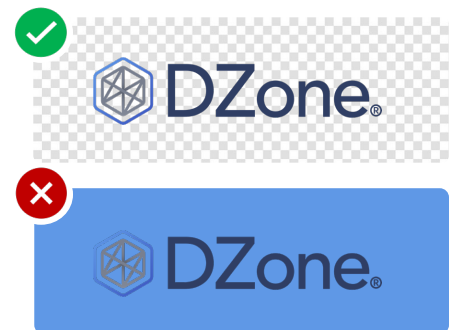


## Background

**Do:** Transparent background

Our design team will seamlessly incorporate your logo where necessary.

**Don't:** Opaque or white background colors



## Logo Alternatives

**Do:** 3:1 Horizontal Aspect Ratio

**Don't:** Alternative logos including stacked logos, white logos, or edited/special use logos



**Have brand and/or logo guidelines?** Share them with us! We'll make sure your logo is represented in a way that meets your brand standards.