



VIQ TORY

MILITARYSPOUSE®

## 2021 MEDIA SPECIFICATIONS



# GI.JOBS 2021 Editorial Calendar

YOUR GUIDE TO ON-LINE SUCCESS



## January WOMEN VETERANS

**INDUSTRIES**  
Financial Services  
Insurance

**CAREER FIELD**  
Cyber Security

**Creative Deadline:** 12/01/20



## February EDUCATION

**INDUSTRIES**  
Manufacturing  
Transportation

**CAREER FIELD**  
Lineman

**Creative Deadline:** 1/6/21



## March EMPLOYMENT

**INDUSTRIES**  
Health Care/Pharma  
Federal Government

**CAREER FIELD**  
Health Care Technicians

**Creative Deadline:** 2/2/21



## April HOT JOBS FOR VETERANS

**INDUSTRIES**  
Retail  
Business Services

**CAREER FIELD**  
Manufacturing

**Creative Deadline:** 2/26/21

## GUIDE TO MILITARY FRIENDLY® SCHOOLS



## May

### GUIDE TO MILITARY FRIENDLY® SCHOOLS (SPRING EDITION)

**SPECIAL SECTION**  
Top Ranked Schools

**CAREER FIELD**  
Mechanics

**Creative Deadline:** 3/30/21

## GUIDE TO MILITARY FRIENDLY® EMPLOYERS



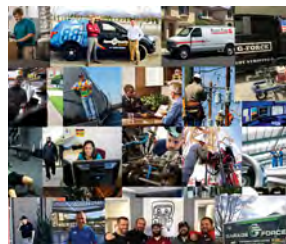
## June

### 2021 GUIDE TO MILITARY FRIENDLY® EMPLOYERS (SUMMER EDITION)

**INDUSTRIES**  
Construction  
Telecommunications

**CAREER FIELD**  
Accounting

**Creative Deadline:** 4/27/21



## July

### GUIDE TO FRANCHISING

**INDUSTRIES**  
Law Enforcement  
Defense

**CAREER FIELD**  
IT/Technology

**Creative Deadline:** 5/25/21



## August HOT DEGREES FOR VETERANS

**INDUSTRIES**  
Manufacturing  
Retail

**CAREER FIELD**  
Professional Driver

**Creative Deadline:** 6/25/21



## September RETIREMENT

**INDUSTRIES**  
Energy/Utilities  
Franchising

**CAREER FIELD**  
Skilled Trades

**Creative Deadline:** 7/27/21

## GUIDE TO MILITARY FRIENDLY® SCHOOLS



## October

### GUIDE TO MILITARY FRIENDLY® SCHOOLS (FALL EDITION)

**INDUSTRIES**  
Security/Corrections  
State/Local Government

**CAREER FIELD**  
Supply Chain

**Creative Deadline:** 8/26/21



## November 20TH ANNIVERSARY

**INDUSTRIES**  
Defense  
Federal Government

**CAREER FIELD**  
Nursing

**Creative Deadline:** 9/27/21

## 2021 GUIDE TO MILITARY FRIENDLY® EMPLOYERS



## December 2022 GUIDE TO MILITARY FRIENDLY® EMPLOYERS (WINTER EDITION)

**Creative Deadline:** 11/2/21



# MILITARYSPOUSE®

## 2021 Editorial Calendar

Recruitment and  
Education content  
is featured in  
every issue!



2021 GUIDE TO MILITARY SPOUSE FRIENDLY EMPLOYERS®

### January/February GUIDE TO MILITARY SPOUSE FRIENDLY EMPLOYERS®

#### THEME I

Employment

#### THEME II

Fitness/Health Living

#### INDUSTRY

IT/Technology

**Creative Deadline:** 12/15/20



### March/April

#### MILITARY SPOUSE-OWNED BUSINESSES WE LOVE

#### THEME I

Entrepreneurship

#### THEME II

Financing

#### LIST

Top Travel Destinations  
for Military Families

#### INDUSTRY

Health Care

**Creative Deadline:** 1/26/21



### May/June

#### MILITARY SPOUSE FRIENDLY SCHOOLS®

#### THEME I

Wedding

#### THEME II

Education

#### LIST

Top Influencers

#### INDUSTRY

Finance

**Creative Deadline:** 3/26/21



### July/August

#### TRAVEL

#### THEME I

Back to School

#### THEME II

Budgeting/Savings

#### INDUSTRY

Education

**Creative Deadline:** 5/25/21



### September/October

#### PCS TO CIVILIAN LIFE (TRANSITION GUIDE)

#### THEME I

Retiring from the Military

#### THEME II

Relocation

#### TOP LIST

Top States for Prior-Military

#### INDUSTRY

Franchise/Business Ownership

**Creative Deadline:** 7/27/21



MILITARY FRIENDLY® BRANDS

### November/December

#### HOLIDAYS (GIFT GUIDE OCONUS, FRIENDS/FAMILY)

#### THEME I

Deployment

#### THEME II

Guide to Military Friendly® Brands

#### TOP LIST

Top 25 Companies with  
Military Discounts

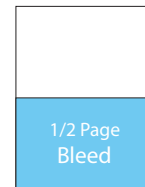
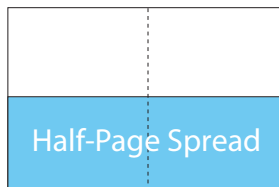
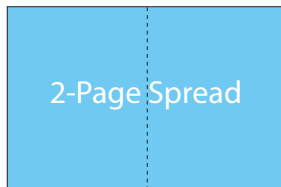
#### INDUSTRY

Government

**Creative Deadline:** 9/27/21



## Print Ad Specs



SIZE OF ADVERTISEMENT	TRIM SIZE		BLEED SIZE		TOTAL SQ. IN.
	WIDTH	HEIGHT	WIDTH	HEIGHT	
<b>2 Page Spread Bleed</b>	16.750"	10.875"	17.000"	11.125"	182 sq. in.
<b>1/2 Page Spread Bleed</b>	16.750"	5.359"	17.000"	5.609"	90 sq. in.
<b>Full Page Bleed</b>	8.375"	10.875"	8.625"	11.125"	91 sq. in.
<b>1/2 Page Bleed</b>	8.375"	5.359"	8.625"	5.609"	45 sq. in.
<b>1/3 Page (Vertical)</b>	2.230"	9.285"			21 sq. in.
<b>1/3 Page (Square)</b> <small>GI JOBS Only</small>	4.628"	4.559"			21 sq. in.

• For bleed ads, measure in from the "Trim Size" .25 around the perimeter for the safe/live area.

## File Delivery

### File Formating

#### Adobe Acrobat PDF

- 300 dpi, CMYK Format
- Fonts should be embedded.
- If you foresee our creative department needing to create an advertisement for you, please include all imagery, body copy, and logos you would like to use.

### Sending Creative

Please send all creative (PDFs or all the collected files, i.e., Indesign document, fonts, images, etc.) by uploading your creative to:



GI JOBS MAGAZINE AD SUBMISSION

MILITARYSPOUSE<sup>®</sup>

MSM MAGAZINE AD SUBMISSION

## Questions?

VIQ TORY CLIENT SUPPORT TEAM

[CLICK HERE TO EMAIL](#)

CREATIVE DEPARTMENT

Edgar Reynods (MSM)

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Art Director

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# Programmatic Specs

## Social

### Image Ad MILITARYSPOUSE

This ad requires a high resolution .jpeg, or .png file size up to **150KB** with the following requirements:

► **IMAGE SIZES:**

**Facebook:** 1200 x 628, 1080 x 1080

**LinkedIn:** 1200 x 627

► **TEXT**

**Facebook:** 125 characters (Over 125 text may be truncated)

**LinkedIn:** 150 max characters for mobile (desktop max of 600 characters).

► **HEADLINE:**

**Facebook:** 25 characters

**LinkedIn:** 70 characters max to avoid truncation on mobile devices (200 max characters).

► **LINK DESCRIPTION:**

**Facebook:** 30 characters

**LinkedIn:** Use approximately 100 characters to avoid truncation on mobile (300 max characters).

► **UTM:** Uniquely identifiable URL specific to your campaign



**Text:**

125 Characters

**Image:**

- 20% or less text overlay
- 1080 x 1080 and/or 1200 x 628

**Landing page UTM'ed URL**

**Graphic Overlay:** Images must consist of less than 20% text overlay; any more than 20% text, the ad will experience reduced delivery or could get rejected completely.

### Video Ad MILITARYSPOUSE

This ad requires a high-resolution video file up to **4GB max** with the following specs:

- **FILE TYPE:** MP4 or MOV recommended by Facebook ([supported files types](#))
- **VIDEO ASPECT RATIO:** 9:16 to 16:9
- **LENGTH:** We recommend no more than 15-30 seconds
- **OVERLAY:** Image must consist of less than 20% text; any more than 20% text, the ad will experience reduced delivery or could get rejected completely.
- **UTM:** Uniquely identifiable URL specific to your campaign

## Display (Responsive)

### ► **FILE SIZE LIMIT: 150KB** MILITARYSPOUSE

► **IMAGE SIZES:**

- 1200 x 628 and 1080 x 1080 (**.jpeg preferred**) to create responsive ads (banner and/or native)

► **LOGOS:** 512 x 128 (Horizontal), 500 x 500 (Square) (**transparent PNG preferred, JPEG accepted**)

► **UTM:** Uniquely identifiable URL specific to your campaign

► **TEXT FIELDS:**

- **Short Headline:** 30 Character Limit (provide up to 5 headlines)
- **Long Headline:** 90 Character Limit
- **Long Description:** 90 Character Limit (up to 5 descriptions)



**Image:**

- 20% or less text overlay
- 1200 x 628 and 1080 x 1080

**Logo:**

- 512 x 128 (Horizontal)
- 500 x 500 (Vertical)

### Display (Uploaded) MILITARYSPOUSE

► **IMAGE SIZES:**

- 728x90, 160x600, 300x250, 320x50, 320x480, 300x600

► **UTM:** Uniquely identifiable URL specific to your campaign

► **DSP FILE TYPES:** gif, jpg, png, mp4, mpeg, mov, avi, or HTML5

## Questions?

VIQ TORY CLIENT SUPPORT TEAM

[CLICK HERE TO EMAIL](#)

**Deadline for materials is 15 days prior to month running.**

# Digital Specs

## Sponsored Content



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- ▶ In 500 words or less, please create engaging content for the G.I. Jobs and/or Military Spouse audience
  - **G.I.** (active duty/transitioning service members, reserves and veteran audience);
  - **Military Spouse** (service members, spouses and their families)
- ▶ Graphic Image 1200 x 628 px
- ▶ Call-to-Action (*Would you like the call to be a button?*)
- ▶ UTM: Uniquely identifiable URL specific to your campaign
- ▶ Feel free to add more images to go with your article!

## Eblasts



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- ▶ Email main image graphic (can be any size)
- ▶ Body of Email: 900 characters or less
- ▶ Subject Line
- ▶ Call-to-Action "Button" phrase within the email
- ▶ UTM Landing page URL
- ▶ Choose 1 of 3 G.I. Jobs Template Options:
  - [Template 1](#)
  - [Template 2](#)
  - [Template 3](#)
- ▶ Choose 1 of 4 Military Spouse Template Options:
  - [Template 1](#)
  - [Template 2](#)
  - [Template 3](#)
  - [Template 4](#)

## Featured Carousel

- ▶ **IMAGE:** 755 x 540
- ▶ **LOGO:** 250 x 250
- ▶ **HEADLINE COPY:** CTA or title for the image
- ▶ **LANDING PAGE:** Would you like to highlight sponsored content or a different landing page? Please provide the URL or content.

## Newsletter Insertion



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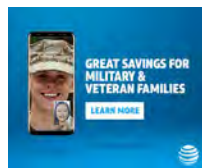
- ▶ Logo/graphic: 250 x 250
- ▶ UTM Landing page URL
- ▶ Graphic either 300 x 50 or 1200 x 628 (*You can choose either size!*)
- ▶ UTM Landing page URL

## G.I. Jobs Incoming



- ▶ **1-2 SENTENCES** (180 characters or less per sentence) stating why you are the best fit for a veteran (1 sentence elevator pitch)
- ▶ **UTM:** Uniquely identifiable URL specific to your campaign

### THREE RECOMMENDED SIZES:



- ▶ **INLINE:** 300 x 250



- ▶ **MOBILE BANNER:** 320 x 50



- ▶ **LEADERBOARD:** 728 x 90

## ROS Standard Banner Specs



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- ▶ **INLINE:** 300 x 250
- ▶ **SKYSCRAPER:** 160 x 600
- ▶ **WIDE SKYSCRAPER:** 300 x 600
- ▶ **LEADERBOARD:** 728 x 90
- ▶ **WIDE LEADERBOARD:** 970 x 90
- ▶ **MOBILE BANNER:** 320 x 50
- ▶ **UTM:** Uniquely identifiable URL specific to your campaign
- ▶ Max file size is 1 MB
- ▶ Accepted file types: GIF, JPG, PNG; HTML5, Javascript & HTML snippets
- ▶ Accepted ad tags: Third party (HTML & Javascript), Campaign Manager tag (URL only, no image). *All options can also include a separate 3rd party impression tracking URL if desired.*

Questions?

VIQ TORY CLIENT SUPPORT TEAM

[CLICK HERE TO EMAIL](#)

**Deadline for materials is 15 days prior to month running.**



White Background Example

**White Background Example**

**Header:** G.I. Jobs logo, "Sponsored Content", "AECOM It Takes The Best To Support the Brave", "AECOM HQ: Los Angeles, CA", "AECOM is built to deliver a better world. We design, build, finance and operate infrastructure assets for governments, businesses and organizations in more than 150 countries. As a fully integrated firm, we connect knowledge and experience across our global network of experts to help clients solve their most complex challenges. From high performance buildings and infrastructure, to resilient communities and environments, to stable and secure nations, our work is transformative, differentiated and vital. A Fortune 500 firm, AECOM had revenue of approximately \$18.2 billion during fiscal year 2017."

**Left Sidebar:** "Just a Few of the Current Open Positions" (Greek Linguist, Construction Project Engineer, Warehouse Specialist, etc.), "SEARCH ALL JOBS 3,578 JOBS".

**Right Sidebar:** "Contact a Recruiter Now!" form with fields for First Name, Last Name, Email, Telephone Number, Branch/Job Code, and a "SEND INFORMATION" button.

**Main Content Area:** "Take it from an AECOM Employee" (Michael Liburn's testimonial), "10% VETERAN EMPLOYEES", "3,000 # OF NEW VETERAN HIRES LAST YEAR", "10,000 # OF MILITARY EMPLOYEES", "WHY THEY VALUE VETERANS", "WHAT THEY OFFER" (Military Personnel, Military Spouse/Dependents), "DISCOVER YOUR FUTURE" (Take advantage of AECOM's commitment to your service. Request info on how you can join the team! "CONTACT US" button).

**Footer:** G.I. Jobs logo, "How to use the G.I. Jobs site", "Contact Us", "Privacy Policy", "Terms of Service", "About Us", "Careers", "Media", "Feedback", "Help", "Site Map", "G.I. Jobs is a Division of the U.S. Department of Defense".

## Pick a Background Color Template

- **WHITE:** [Example](#) ► **BLACK:** [Example](#)

## Employer Profile Requirements

- **LOGO:** 300 x 200 (max)
- **BACKGROUND HEADER AND FOOTER:** 1800 x 1000 (please don't use any text!)
- **VIDEO:** YouTube File that captures who you are and/or why veterans are a good fit
- **VETERAN SUCCESS STORY:** Profile image 300 x 400
- **STATS BACKGROUND IMAGE:** 1800 x 500
- **JOB BOARD:** XML Feed
- **LEAD REFERRALS:** Provide an email address to receive leads

## Customizable Profile Page Options

Select the following:

- **BACKGROUND COLOR:** Choose from white or black background
- **HEX #:** Provide a hex # for the Overlay and button color
- **VIDEO PLACEHOLDER IMAGE:** 1100 x 650 (please don't use any text!)  
A video placeholder image is only required if you cannot provide a video.
- **TESTIMONIAL:** Provide a testimonial or include copy from your veteran success story
- **2-3 STATS:**
  - Provide the stats recommended or define the stats you'd like to highlight
  - Select image behind, image below, no image, or no stats
- **HEADQUARTERS:** Share your main physical location

If you have completed the Military Friendly® survey, we will not need the additional content to fill the page. We will send for approval.

## About Questions

- In 150 words or less, please describe your organization or institution
- In 150 words or less, please describe why you're a great fit for veterans

## Programs

- List Programs and Initiatives you have for Veterans (Top 5-10)
- List Programs, Protection, and Initiatives you have for Military Spouses/ Dependents (Top 5-10)

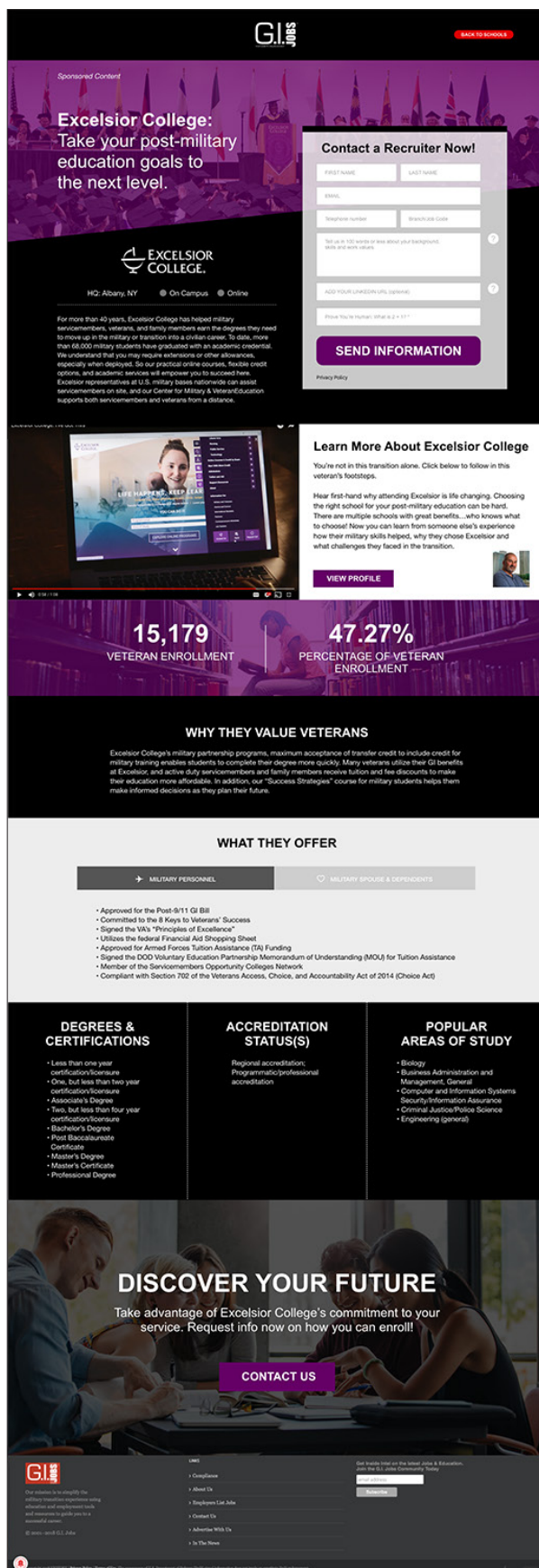
## Optional Stats

- What percentage of employees are veterans?
- What is the number of veteran hires you had last year?
- What is your current number of military employees?

## Veteran Success Story

- If you have already run a success story with G.I. Jobs or Military Spouse we can use that. If not, please answer the questions below.
- Name of veteran
- Branch of service
- Highest pay grade achieved
- Military Occupational Skill/Career Field
- Roles & Responsibilities of last position in the military
- What was the biggest transition headache?
- What skills did you bring with you?
- What made you decide on this company?
- How did you research your options?
- What advice would you give other transitioning veterans looking for a career after the military?

Black Background Example



## Pick a Background Color Template

- ▶ **WHITE:** [Example](#)
- ▶ **BLACK:** [Example](#)

## Education Page Requirements

- ▶ **LOGO:** 300 x 200 (max)
- ▶ **BACKGROUND HEADER AND FOOTER:** 1800 x 1000 (*please don't use any text!*)
- ▶ **VIDEO:** YouTube File that captures who you are and/or why veterans are a good fit
- ▶ **VETERAN SUCCESS STORY:** Profile image 300 x 400
- ▶ **STATS BACKGROUND IMAGE:** 1800 x 500
- ▶ **LIST OF DEGREES:** Veterans will be able to search for degrees by key words, so please provide a list of degrees and other key words that may provide a relevant search for your school
- ▶ **LEAD REFERRALS:** Provide an email address to receive leads

## Customizable Profile Page Options

Select the following:

- ▶ **BACKGROUND COLOR:** Choose from white or black background
- ▶ **HEX #:** Provide a hex # for the Overlay and button color
- ▶ **VIDEO PLACEHOLDER IMAGE:** 1100 x 650 (*please don't use any text!*)  
*A video placeholder image is only required if you cannot provide a video.*
- ▶ **TESTIMONIAL:** Provide a testimonial or include copy from your veteran success story
- ▶ **2-3 STATS:**
  - Provide the stats recommended or define the stats you'd like to highlight
  - Select image behind, image below, no image, or no stats
- ▶ **HEADQUARTERS:** Share your main physical location
  - Option to show campus and/or online classes available

*If you have completed the Military Friendly® survey, we will not need the additional content to fill the page. We will send for approval.*

## About Questions

- ▶ In 150 words or less, please describe your organization or institution.
- ▶ In 150 words or less, please describe why you're a great fit for veterans

## Programs

- ▶ List Programs and Initiatives you have for Veterans (Top 5-10)
- ▶ List Programs, Protection, and Initiatives you have for Military Spouses/Dependents (Top 5-10) ....

**Provide a list of the following:**

- ▶ Top Degrees & Certifications
- ▶ Type of Accreditation
- ▶ Main Areas of Study

## Optional Stats

- ▶ What percentage of students are veterans?
- ▶ What is the number of veteran students you had last year?
- ▶ What is your current tuition?

## Veteran Success Story

- ▶ If you have already run a success story with G.I. Jobs or Military Spouse we can use that. If not, please answer the questions below.
- ▶ Name of veteran
- ▶ Branch of service
- ▶ Highest pay grade achieved
- ▶ Military Occupational Skill/Career Field
- ▶ Roles & Responsibilities of last position in the military
- ▶ What was the biggest transition headache?
- ▶ What skills did you bring with you?
- ▶ What made you decide on this school?
- ▶ How did you research your options?
- ▶ What advice would you give other transitioning veterans looking into schools?