

Please use the Takeover Ad Book in the link below as a reference when creating your ad. **Ads MUST be created using current templates located on Sotheby's Design Vault.** Do not duplicate existing ads that may have been created from a previous takeover and please be sure to adhere to the Sotheby's Identity Standards Manual when creating your ads. Ads that are not submitted using the current templates will be rejected.

How to create your ad: [Takeover Ad Book](#)

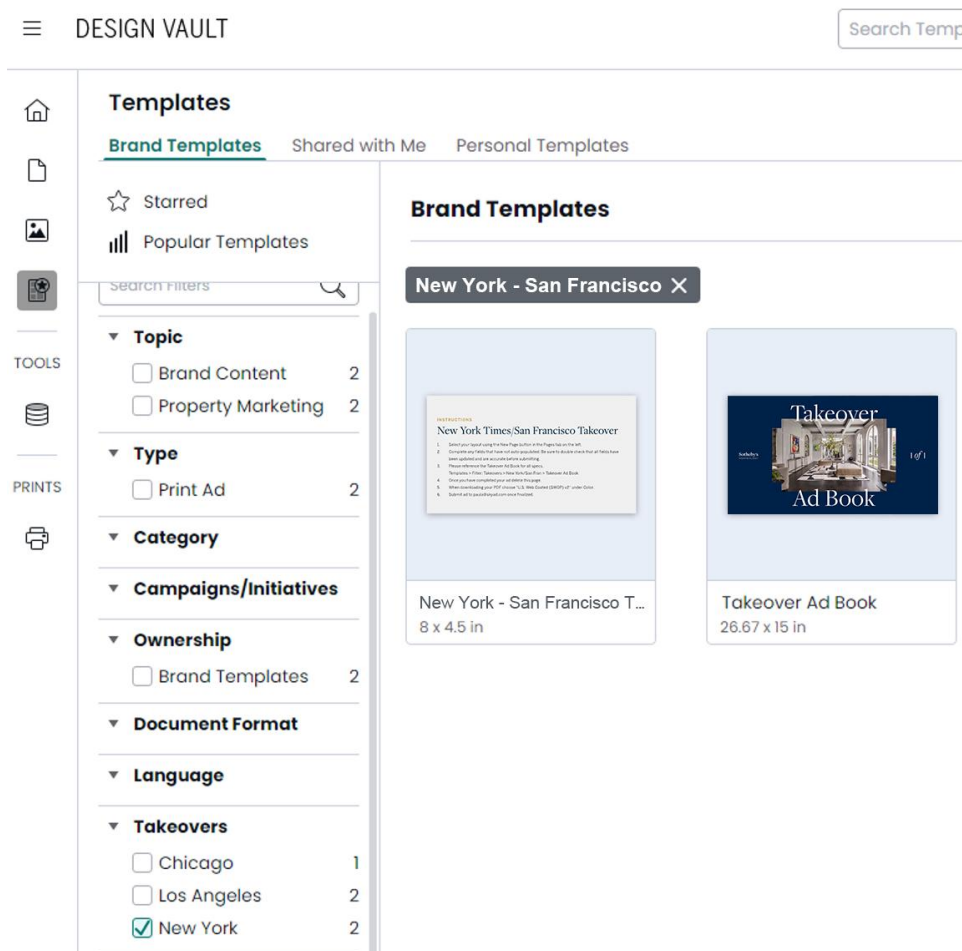
Please log into [Access.sir.com](https://access.sir.com). Go to the Apps & Tools and select the “New Design Vault” icon.

Once in go to the “Templates” icon on the left menu bar.

Filter to “Takeovers” / “New York-San Francisco” (left bar). Click on the New York Times/San Francisco Takeover template.

NOTE: All photos used must be 300 dpi at 100%.

CONTINUE SCROLLING DOWN FOR MORE INSTRUCTIONS



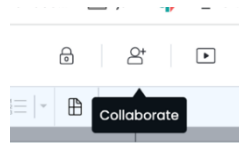
Click on the New York Times/San Francisco Takeover template (screenshot below) and follow the instructions to create your ad.

INSTRUCTIONS

New York Times/San Francisco Takeover

1. Select your layout using the New Page button in the Pages tab on the left.
2. Complete any fields that have not auto-populated. Be sure to double check that all fields have been updated and are accurate before submitting.
3. Please reference the Takeover Ad Book for all specs.
Templates > Filter: Takeovers > New York/San Fran > Takeover Ad Book
4. Once you have completed your ad delete this page.
5. When downloading your PDF choose "U.S. Web Coated (SWOP) v2" under Color.
6. Submit ad to paula@skyad.com once finalized.

Once the template is done, submit by doing the following:



1. Choose the "collaborate" button top right
2. Click "shareable link"
3. Click Generate button
4. Once complete, submit your materials here: [New York Times Takeover](#)

Scroll down two-thirds of the page to: **Submit your Camera Ready Ad Link Created in Design Vault Ad**

If you do not have payment information on file with Sky, payment can be made through our payment portal, submitting the credit card authorization form, or calling: 212.674.2997.

Below are the links to the payment portal and credit card authorization form.

<https://payment.skyad.com>

[Credit Card Authorization Form](#)