

AD SPECIFICATIONS & STANDARDS

Targeted Display

100,000 impressions per month minimum

Ad Sizes:

300 x 600, 160 x 600, 300 x 250,
336 x 280, 320 x 50, 728 x 90

GeoFencing

50,000 impressions per month minimum

300,000 impressions per month
for foot traffic attribution

Native Content

Design

1200x1200 pixels preferred, 500x500 min.
72 DPI, JPG Preferred, under 2MB per image

Headline

Advertiser Name: 25 characters or less

Short Title: 25 characters or less

Long Title: 90 characters or less

Logo

PNG Format with transparent
background 300-600 pixels wide

Targeted E-mail

600x1450, HTML file is recommended,

Logo (transparent PNGs), images (JPEGs
no smaller than 600 pixels), count list, copy,
URLS, subject line, send date & time

E-blast

600x1450, HTML file is recommended,
Logo (transparent PNGs), images (JPEGs
no smaller than 600 pixels), copy, URLS,
subject line, send date & time

E-newsletter

300x250 JPG, URL and date

E-newsletter Sponsored Content

Post Photo:

800 x 533 (GIF or JPEG file at 40kb max,
RGB at 72 pixels/inch)

Up to 50 words of advertiser-provided text,
headline & url

Run Of Site Banner Ads

50,000 impressions per month minimum

Ad Sizes:

300 x 600, 300 x 250,
320 x 50, 728 x 90 & 970 X 250

PRE-ROLL & CONNECTED TV

15 & 30 second length

Aspect Ratio: 16:9

MP4 Only

