

MARKETPLACE | EVENTS

Digital Specifications

Email Ad Banner File Specifications

Ad appears in specified consumer email (415 x 120 pixels)

Placement will be in middle of email content, below main show features.

Maximum spots available per email = 3

- File Types Accepted: gif, jpg
- Pixel Width: 415
- Pixel Height: 120
- Maximum File Size: 60K
- Resolution: 72 dpi
- Target URLs: One target URL per ad image

Email Inclusion

SIZE: 415 x 120 pixels

FORMAT: JPEG, GIF, PNG

Click-thru to your domain

Maximum spots available: 3

Website Banner File Specifications

Medium Rectangle Advertisements

Appear on all pages of the website in rotation.

Maximum spots available per website = 15

Placement: Middle of home page and right side of internal pages; in either first, second, or third ad position.

- File Types Accepted: GIF, JPEG, PNG
- Flash Files (SWF) MUST contain embedded link: <https://yourlink.com>
- One target URL per ad banner
- Animated GIF cannot continually play
- Pixel Width: 300
- Pixel Height: 250
- Resolution: 72 dpi

Medium Rectangle

SIZE: 300 x 250 pixels

ROTATION: Yes

FORMAT: JPEG, GIF, PNG or SWF

Click-thru to your domain

Appears in middle of home page
and right side of internal pages