



Creative Specs ad sizes and formats

ANIMATED ADS

FILE SIZE: Max of 200kb

STANDARD SIZES: 300x250, 728x90, 160x600, 320x50, 300x50, 300x600 and 320x480

Image formats: gif, HTML 5 (HTML5 files must include an index.html file)

- Recommended maximum of 18 frames per second
- Animation length maximum of 30 seconds with no more than two loops

STATIC ADS

FILE SIZE: Max of 200kb

STANDARD SIZES: 300x250, 728x90, 160x600, 320x50, 300x50, 300x600 and 320x480

Image formats: jpg, png

GEOFENCING / GEOTARGETING ADS

FILE SIZE: Max of 150kb

REQUIRED AD SIZE: 320x50

ADDITIONAL SIZES: 300x50, 320x50, 320x480 and 728x90 (mobile run of network)

FACEBOOK ADS

FILE SIZE: Max of 1MB

STANDARD SIZES: 1200x628

Headline: 25 characters

Body text: 90 characters

Image may not include more than 20% text.

CLICKTAGS for tracking.

Set up in this format: clickTag {{clickTag}} / {{escapedClickTag}}

Insert directly before clickthrough URL. Use escaped version if passing the clicktag as part of a URL.

Ads serving within an iframe should open in a new window when clicked.

Example: clickTag Actionscript Code: on (release) {getURL (clickTAG,"_blank")}

Use only one clicktag in each file. Platform does not support multiple clicktags within a file.

Acceptable formats: ZIP file or HTML script

Additional guidelines

CREATIVE BACKGROUNDS AND BORDERS

On all ads with partially black, white or transparent backgrounds, a visible border of contrasting color must be added to the majority background color of the creative.

ADS MAY NOT...

- Contain fake hyperlinks
- Resemble Windows, Unix or Mac dialog boxes
- Simulate fake interactivity
- Contain audio (exception: user initiated)
- Initiate downloads
- Be intrusive
- Contain misleading content

ad sizes and formats

**We customize
your creative in each
of these sizes.**

size **300x250**

size **300x50**

size **728x90**

size **320x50**

size **320x480**

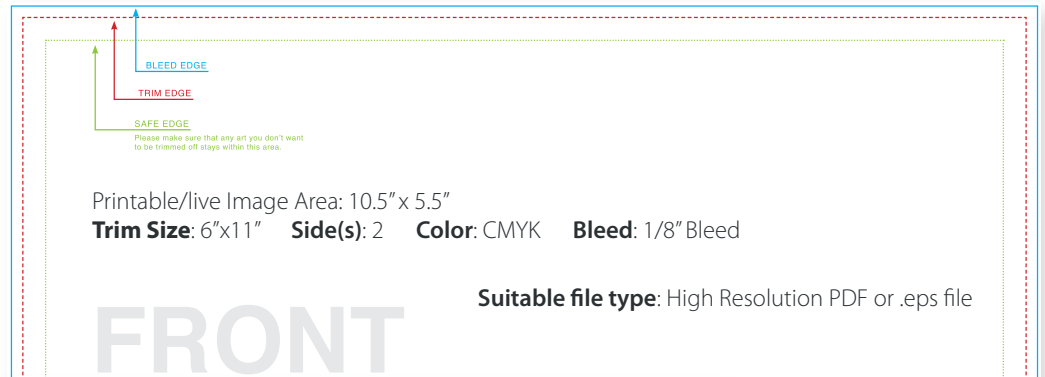
size **300x600**

size **160x600**

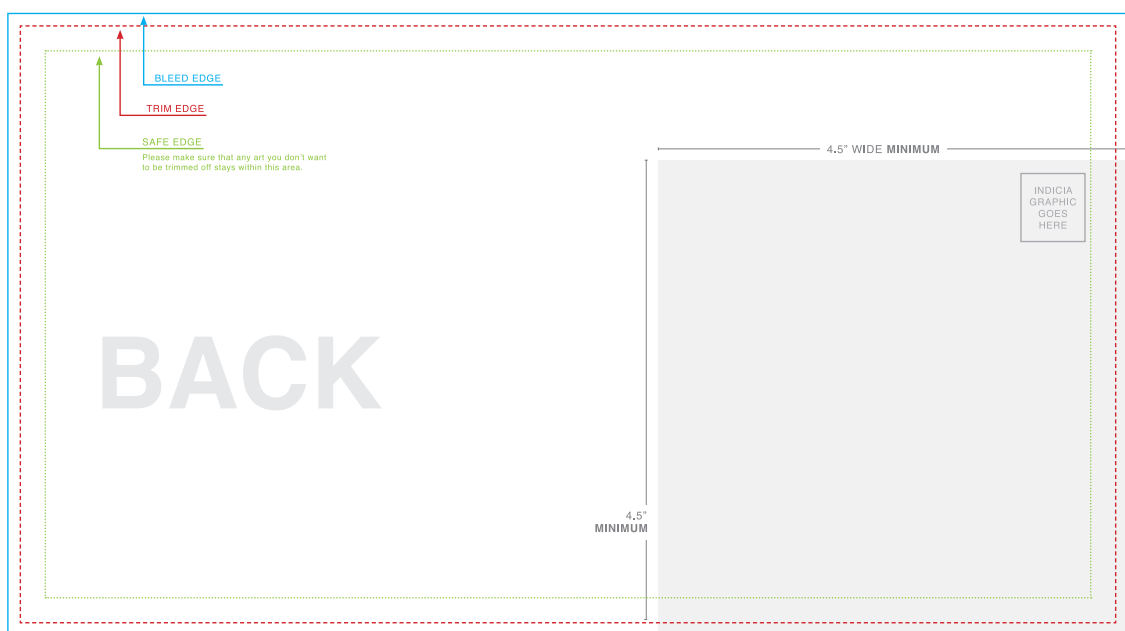
Postcard Specs:

Postcard: 6" x 11"
Paper Stock: 16PT UV on 4-color side(s)
ALL Process Color Front and Back

Pricing includes: Printing, data, mail handling,
postage and design (2 hour of creative services).
Additional fees may apply for additional creative work,
multiple campaign drops. Please call for details.



FRONT



BACK

INDICIA
GRAPHIC
GOES
HERE