



FOOTWEAR PLUS

DIGITAL ADVERTISING SPECIFICATIONS

Dedicated Email Blast

Pre-designed Email (image ad):

- Provide html code in .txt or .html file. Please be sure - use absolute, full paths to images and links.
- All styling is inline (no css or styling in header)
- Do not include scripting of any sort
- Table based layouts will provide the most consistent display for all email clients and programs
- Design for a width of 700 pixels wide.
- There is no restriction on height using this option.

Pre-designed Email (image ad):

- .pdf or .jpg file format
- 700 pixels wide by a max of 900 pixels high, 72 dpi, RGB color
- Please provide a link where you would like this image to link to.

For either option, please be sure to include a subject line for the campaign - it can be the single most-important factor in the success of your dedicated email campaign

Banner Ads

Header:
300x100

Footer:
728x90

Homepage:
Right Column: 300x250
(can be image or video ad)

Content Pages:
(ie, articles, blog): 160x600
or 300x250

Homepage overlay:
completely customizable,
most any size image or video
can be implemented or combined.

Billboard Banner
970x250

Video:
1-2 minute video
Video Codec: H.264 or Apple ProRes
Aspect: 16:9
Resolution: 1280x720
Bitrate: 1500-2500kbps
File Format: mp4

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