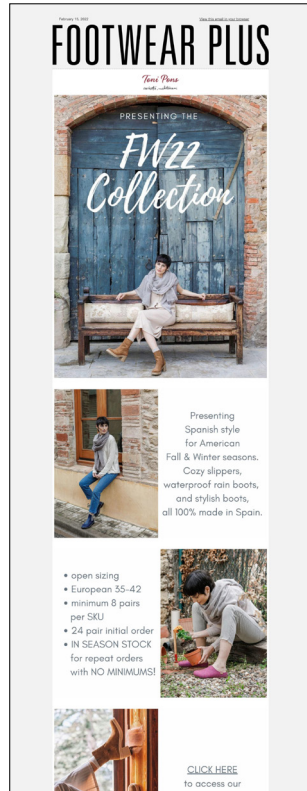
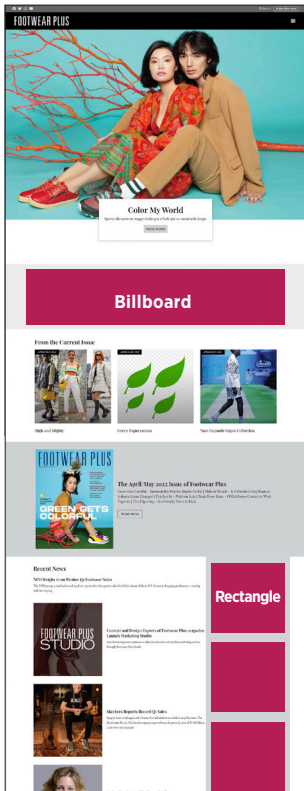
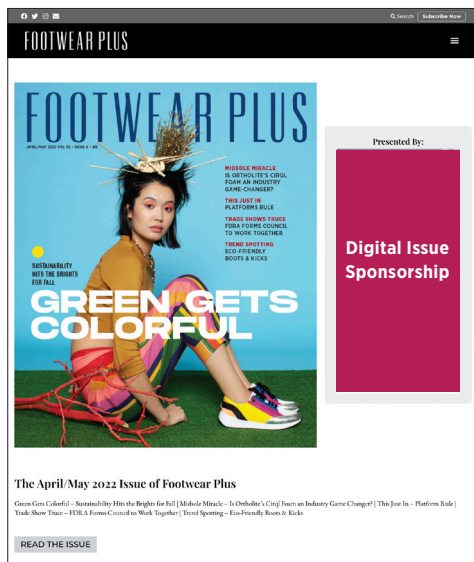
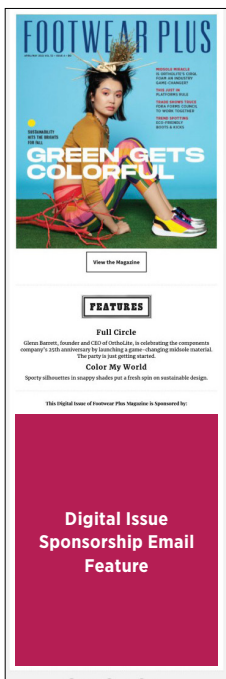


DIGITAL SPECIFICATIONS



BANNER ADS

DEDICATED EBLAST Style A: Customized



DIGITAL ISSUE SPONSORSHIP Email & Landing Page Placements

Dedicated Eblasts

- Provide a subject line for the campaign. It can be the single most-important factor in the success of your dedicated email campaign.
- Provide preview text (1 sentence). This will display as a preview in email clients that support it.
- Provide a link where you would like this image to link to.

Style A: Customized HTML Eblast

- Provide html code in .txt or .html file.
- Please be sure - use absolute, full paths to images and links.
- All styling should be 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.
- Images should not exceed 1k in total size for the entire email. All images should be built to size and optimized for web/email delivery.
- Image file types can be jpg, gif (animated gif ok), or png.
- Animated gifs should have first-frame fallback for email clients that do not support animation (ie Outlook).

Style B: Image-Based Eblast

- We can create an email blast based on your image or print ad.
- Supply image as .pdf or .jpg file format.
- Image should be 600 pixels wide by a max of 900 pixels high, 72 dpi, RGB color

Banner Ads

- Provide .jpeg or .png for static images.
- Provide gif for animated ads. 500kb max file size.

Rectangle 300 x 250

Billboard 970 x 250

Video Ads

Video dimensions: 640 pixels wide x 360 pixels high

Format: MP4

Size: File size under 5MB

Digital Issue Sponsorship

- 300x600 banner ad (for Digital Issue Landing Page on Website)
- 600 pixels wide image or html file featured in the email release to our digital subscriber list
- Max size 500 kb