

Digital Advertising Specifications

Dedicated Email

- 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.
- Pre-designed Email**
- 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).

Image-Ad Based Email

- We can create an email blast based on your image or print ad.
- Supply image as .pdf or .jpg file format.
- Image should be 700 pixels wide by a max of 900 pixels high, 72 dpi, RGB color

Flexible Banner Ads

Footwear Plus now offers ad units based on the latest IAB advertising standards.

The following ad units are available on footwearplus.com.

Right Column

1x1- 300x300px min,
450x450px max

1x4, 160x640px min,
240x960px max

Content Pages

(ie, articles, blog):
1x1- 300x300px min,
450x450px max

1x4, 160x640px min,
240x960px max

Homepage overlay

Completely customizable,
most any size image or
video. Can be implemented
or combined.

Billboard Banner

970 x 250

Video

1-2 minute video

Preferred formats:
YouTube or Vimeo link

Video Codec: H.264
or Apple ProRes

Aspect: 16:9

Resolution: 1280 x 720

Bitrate: 1500-2500 kbps
File Format: mp4

FOOTWEAR PLUS



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