DIGITAL SPECS

DIGITAL MATERIAL SUBMISSIONS AND INQUIRES:

Please send ad materials and inquiries regarding digital materials to **admaterials@epgacceleration.com**

→ **Acceptable formats for static ads:**
.jpg, .png, .gif

→ **Acceptable formats for Videos:**
High definition .mov or .mp4 formats

STANDARD WEBSITE ADS

(w x h in pixels)

▪ **Leaderboard: 728 x 90** (desktop view),
320 x 50 (mobile view)

▪ **Medium Rectangle: 300 x 250**

HIGH IMPACT ADS

▪ Top Persistant Bar	**970 x 250**
▪ Persistent Bar	**970 x 250**
▪ Footer -Slide Up	**970 x 250**
▪ In-feed video	**560 Max width**
▪ Header Pop-up	**700 x 300**
▪ Slider bottom	**700 x 300**
▪ Model -Middle site	**700 x 300**
▪ Billboard Slide-in	**1920 x 225**

DYNAMIC CONTENT ADS

▪ **Advertorial Brief**
300 x 600 pixels with top image at **300 x 250** pixels
Up to 5 headlines and summaries for scroller.

▪ **Content Catalog**
300 x 600 pixels, 5 images

▪ **3D Multipanel Cube**
300 x 250 pixels for each side of 3D cube

▪ **Content Scroller**
300 x 50 pixels for collapsed accordion
300 x 250 for expanded accordion

INTERACTIVE PREMIUM PLACEMENT

▪ **Floater**
300 x 250 pixels plus animated "floater"
Any desired animated 'floaters' must have a transparent background (.png format)

▪ **Super Billboard**
Expanded
1920 x 480 pixels on desktop
1024 x 576 pixels on mobile and tablet

Collapsed
1920 x 150 pixels on desktop
1025 x 150 pixels on mobile and tablet

▪ **Full Page Video Takeover**
1920 x 1080 pixels for desktop
1080 x 1920 for mobile and tablet

▪ **Wallpaper Takeover**
1920 x 1080 pixels for desktop
1080 x 1920 for mobile and tablet

▪ **Banner Ad with Page Flip**
Banner
970 x 90 pixels for browser
728 x 90 for tablet
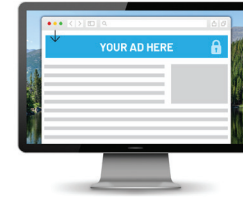**320 x 50** pixels for mobile

Page Flip
600 x 700 for individual pages
1200 x 700 for spread (2 pages)

HIGH IMPACT EXAMPLES

Top Persistant Bar

Bar will descend across the entire top of the page, and be visible during the consumer's entire time on the page. It will not disappear unless it is clicked-through or theconsumer manually closes out of the ad.

Persistent Bar

Bar will rise across the entire bottom of the page, and be visible during the consumer's entire time on the page. It will not disappear unless it is clicked-through or the consumer manually closes out of the ad.

Footer -Slide Up

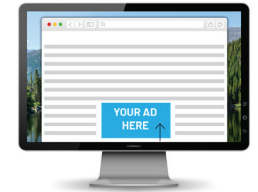A bar will rise across the entire bottom of the page.

Header Pop-up

A bar will descend across the entire top page of the page.

Model -Middle site/In-feed video

Will appear as a box in the middle of the web page.

Slider bottom

A box size of your choice will rise from the bottom middle of the page.

E-NEWS BANNERS

(w x h in pixels)

- Sponsor Banner **700 x 300**
- Leaderboard **728 x 90**

Native Ad Sponsor Requirements

- **Sponsor Name:** displayed in Enews header/footer
- **Headline:** up to 85 characters (including spaces)
- **Image:** editorial style image with no calls to action incorporated into the image, **550 x 225** at 72 dpi
- **Summary Text:** brief paragraph, up to 260 characters, can include call to action
- **Call to Action (optional):** click-through URL (will link headline and select summary text as specified)

Sponsored Links

- **Headline:** 64 characters or less (including spaces)
- **Linking instructions:** 1 hyperlink per insertion, no use of bold type

SPONSORED LINKS/TEXT ADS

- **Headline:** 64 characters or less (including spaces)
- **Description:** 160 characters or less (including spaces)
- **Linking instructions** (one hyperlink per insertion, no use of bold type)

CUSTOM EMAIL CAMPAIGN SPECIFICATIONS

Email campaign materials should be submitted in finished HTML format.

HTML format:

- The HTML file must be submitted as an attachment with an .html extension.
- The styles within the HTML must be applied as basic HTML inline styles.
- Internal CSS style sheets are not universally rendered by email providers.
- Our mailer system does not allow for use of CSS styles.
- Any images not being hosted externally must be provided separately. Please note we do not accept zipped files.

If completed HTML cannot be provided we are able to create a basic HTML design. Creating finished HTML email campaign material will add **additional fees** to the cost of the send. We have standard guidelines to follow for creating the email design.

The following must be supplied before the basic HTML design can begin:

- Header banner – approximately **600w x 200h** pixels in .gif or .jpg web format.
- Body of text – must be supplied in a selectable format.
- Additional images – 2-3 small images may be supplied in .gif or .jpg web format to be included.

For multiple sends of a single email campaign, the following must be provided:

- A few slight revisions to the body copy to avoid being labeled as spam.
- An updated subject line for each email send.

Here is a list of best practices to consider when preparing an eblast campaign:

- Utilize a strong call to action within the subject line to entice a subscriber to open the email.
- Place significant text within the top 400 pixels of the layout and ensure that it is compelling enough to stand alone without the images.
- Tailor the message specifically to your audience.
- Limit the amount of imagery being used in the design.
- A 75% text to 25% image ratio is highly recommended.
- Many e-mail providers do not allow automatic image downloads.
- Lower image ratios help HTML emails avoid spam filters.