



eNewsletter Ad Specs

Feature Video

- Video title/headline (max 45 characters)
- Description of video (40-60 words max)
- Click thru URL to video (Advertiser hosted - YouTube, Vimeo, Dailymotion, Brightcove, etc...)
- 300 pixels wide image from the video (approximately a 16:9 aspect ratio)
- 1105 Media adds the video play icon on top of the image.

160x600 Skyscraper

- 160 pixels wide by 600 pixels high image (non-animated STATIC JPG, 60k max)
- Click thru URL, maximum URL characters is 250

300x250 Banner

- 300 pixels wide by 250 pixels high image (non-animated STATIC JPG, 60k max)
- Click thru URL, maximum URL characters is 250

Sponsored Link

- Product name/headline (40 characters max)
- 100x100 image (non-animated, static JPG or GIF, no larger than 40K)
- Product description (40 words or less)
- Company name and Click thru URL, maximum URL characters is 250

728x90 Leaderboard

- 728 pixels wide by 90 pixels high image (JPG or animated GIF, 80k max)
- Click thru URL, maximum URL characters is 250

HIGH IMPACT ad

- 650 pixels wide by 200 pixels high Image (non-animated STATIC JPG, 80k max)
- Headline (max 90 characters)
- Opening text (max 200 characters)
- Content (basic HTML with no styling or special markup).
- Content can include links to their URLs and call to action text. (max 500 characters)

All creative is due five (5) days prior to launch.

Please submit materials for THE Journal and Campus Technology to: **Jenn Slevin** email: jslevin@1105media.com

Please submit materials for Spaces 4 Learning to: **Tim Bobko**, email: tbobko@1105media.com