

OH&S ad specs



Online Banner ad Sizes

- 970x250 XL Billboard Banner
- 728x90 Leaderboard
- 300x250 Banner
- 300x600 Half Page Banner
- 152x600 Wallpaper ad
- 640x480 Embedded Article Banner
- 300x150 VALUE ADDED Banner

*Acceptable Image Files:

- All sizes are listed width + height
- GIF/JPG/PNG files (includes animated GIF files) files must be below 1mb in size
- Please provide a working URL for each banner
- For online ads, we also accept Internal Redirect tags and HTML5 (file must be below 1 mb)
- 1105 Media's Ad Serving Platform: Google Ad Manager 360

Native Advertising

- Article (1,000 to 2,000 words)
- Article "Hero" image: 1025 pixels wide x 497 pixels high
- 728x90 Leaderboard ad + 300x250 Banner ad + URL

eNewsletter Banner ad Sizes

- 468x60 Top Banner
- Info Center 300x250 Banner ad
- 300x250 Banner ad
- 300x300 Banner ad
- Product ad/Sponsor ad:
 - IMAGE (150x150 pixels)
 - HEADLINE (55 character max)
 - BODY COPY (40 to 60 words max)
 - Click thru URL (maximum URL characters is 250)

*Acceptable Image Files:

- All sizes are listed width + height
- GIF/JPG/PNG files
- Please note that we do not accept animated GIF as this does not work in most emails.
- Files must be below 1mb in size
- Please provide a working URL for each banner



Homepage Info Center

- 150x150 Logo image JPG/PNG/static GIF
 - Up to 5 text links (Headline is 25 characters, including spaces maximum + Body Copy is 225 characters, including spaces maximum) + URL for each
-

Sole Sponsored Product Spotlight eNewsletter

Utilizing the OH&S template the client has the option to run any or all of the following ad positions:

- 468x60 Top Banner + URL
 - Up to Six (6) Product ads (Headline + Product Description + 150x150 image + URL)
-

Sole Sponsored Editorial eNewsletter

Editorial Content: There are typically 1 to 3 articles that run in this eNewsletter with an average of 1,000 to 1,500 words per article. Please advise our **Editor, Stasia DeMarco**, sdemarco@1105media.com of any questions you may have. We have on occasion helped with content by pulling archived articles. Your OH&S representative can also be a resource to you when putting this together.

Utilizing the OH&S template the client has the option to run any or all of the following ad positions:

- 468x60 Top Banner + URL
 - Up to three (3) 300x250 Banners + URL
 - Up to four (4) Product ads (Headline + Product Description + 150x150 image + URL)
-

eView

This sole sponsored eNewsletter focuses on the client's pre-planned article submission. **We utilize our template and the client supplies the following ad positions:**

- 468x60 Top Banner + URL
- 300x250 Banner ad + URL

Your pre-submitted article will be dropped into this template and linked to our website.



Homepage Video

OPTION #1 Advertiser Hosted

- Video URL (Advertiser hosted YouTube, Vimeo, Dailymotion, Brightcove, etc...)
- Video Headline (no more than 50 characters with spaces)
- Video description (no more than 120 characters with spaces)
- Company Logo (Preferably a Hi Rez .EPS, TIFF file)

OPTION #2 Video hosted on Occupational Health & Safety website by 1105 Media

- Format: MP4, MOV, VPAID, MP3
- 720p is standard
- 1MB max size
- :15 to :30 second video
- Audio MUST be user initiated
- Video Image: 615x345, Aspect ratio 16:9
- Video Headline (no more than 50 characters with spaces)
- Video description (no more than 120 characters with spaces)
- Company Logo (Preferably a Hi Rez .EPS, TIFF file)

Social Media Posting

TEXT for the post, including links and hashtags. LinkedIn: We recommend a character limit of about 600 characters, though you can go up to 3,000 characters. IMAGE or VIDEO for the post (generally 1200 x 627 is a good size). COMPANY social media HANDLE if you would like to be tagged.

All ad materials will be due at least five (5) days before the deployment date.
Please email materials to Tim Bobko: tbobko@1105media.com