

TDWI

eNewsletter Ad Specs

728x90 Leaderboard & Primary Text ad

- 728 pixels wide by 90 pixels high image (non-animated STATIC jpg or GIF, less than 150 kb)
- Headline (55 characters)
- Body Text (approx. 50 words)
- Click-thru URL (maximum URL characters is 250)
- When this is sponsored, we will add the word “sponsored” in there to be transparent.

Leaderboard Display Banner ad

- 728 pixels wide by 90 pixels high image (JPG or animated GIF, 80k max)
- Click-thru URL (Third Party tags also accepted)
- Max # of loops: 3
- Max animation time: 10-15 seconds

Click-thru URL advertisers are responsible for maintaining a working URL., which must be supplied with image file. Click rates are not guaranteed.

HTML5

Acceptable up to 100K.

THIRD-PARTY AD SERVING

We accept all third-party ad serving, but impressions are counted and invoices are issued based on our ad serving system, DoubleClick DFP. 15-20% impression tracking discrepancy may be expected. All formats will be considered and require extra processing time for testing and implementation. If possible, please submit a test third-party ad. When submitting third-party tags, please make sure they are secured (https).

PLACEMENT

Banners are run-of-site. Targeted ads are subject to availability. Contact your account representative for more information.

All ad materials will be due at least seven (7) days before the deployment date.

Please email materials to **Tim Bobko**: tbobko@1105media.com