

ADVERTISING SPECS

- All ad creatives must be site-served. SmartBrief can accept 3rd party clicktags and impression trackers (standard tags only).
- Animation is not supported by all email clients. When using animation, include branding and call-to-action on first frame.
- Javascript is not supported in email.

AD MATERIALS ARE DUE 3 FULL BUSINESS DAYS PRIOR TO THE SEND DATE.

BILLBOARD

- **Creative Size:** 970 x 250
- **File Size:** 250k maximum
- **File Type:** GIF/JPEG/PNG
- **Click Through URL**
- **Animation:** 15 seconds maximum
- **Note:** Ad will display at 650x167 in desktop view and scale on mobile devices.
- **Note:** Creatives sized at 728x90 may also be accepted

VIDEO HALF-PAGE AD UNIT

- **Headline:** 40 characters, excluding spaces
- **Ad Copy:** 250 characters, excluding spaces
- **Click Through URL**
- **Sponsor Logo (Optional):**
 - 120 x 60; 50k maximum
 - PNG preferred; Logo image should be provided with transparent background

VIDEO FILE:

- **File Format:** MP4 or YouTube link preferred
- **Length:** 2 minutes max
- **View full video specs on next page**
- **NOTE:** Support for embedded video in email varies across desktop and mobile email applications. Approximately 30-50% of readers, on average, will be shown interactive video. In email clients that do not support video, a hyperlinked video "preview" image will be displayed.

February 14, 2020

SmartBrief

News for industry professionals SIGN UP · SHARE

ADVERTISEMENT

BILLBOARD

NEWS SECTION 1

Lessons from an unexpected CEO


John Murdock became a first-time CEO after his predecessor died, and he has tried to lead by example on collaboration and transparency. "Even though on any given day I have a million things to attend to, I make time to walk the floor, talk to people and generally let people know I'm available," he writes. **Full Story:** Chief Executive online (2/13)

[in](#) [t](#) [f](#) [v](#)

Rethink the individual development plan

Instead of traditional individual development planning, try a collaborative approach that includes co-workers, customers and others who know the employee and are willing to support their growth, writes Julie Winkle Giulioni. "A collaborative development planning approach assumes that more minds will lead to higher-quality plans and greater growth," she writes. **Full Story:** SmartBrief/Leadership (2/13)

[in](#) [t](#) [f](#) [v](#)



0:00 / 0:35


Lorem ipsum dolor sit amet orci aliquam

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Tincidunt tortor aliquam nulla facilisi cras fermentum. Erat pellentesque adipiscing commodo elit at imperdiet. [Click here!](#)

ADVERTISEMENT **SPONSOR LOGO**

NEWS SECTION 2

Empower employees to provide great customer service



Nordstrom (Timothy A. Clary/Gallo Images)

Companies such as Zappos and Nordstrom set the bar high for customer service by empowering and training employees and creating a culture around stories, shared vocabulary and a sense of pride, writes Micah Solomon. "Employees are not, in other words, just interchangeable cogs, nor are they serfs to be exploited solely for their labor," he writes. **Full Story:** Forbes (2/10)

[in](#) [t](#) [f](#) [v](#)

VIDEO HALF-PAGE AD UNIT *(continued)*

- **Headline:** 40 characters, excluding spaces
- **Ad Copy:** 250 characters, excluding spaces
- **Click Through URL**
- **Sponsor Logo (Optional):**
 - 120 x 60; 50k maximum
 - PNG preferred; Logo image should be provided with transparent background

VIDEO FILE:

- **File Size:** 500 MB max. 100 MB or less preferred
- **Length:** 2 minutes max. 20 seconds or less recommended
- **Aspect Ratio:** 16x9 (HD) or 4x3 (SD)
- **Accepted standard codecs and video formats:**
 - MP4
 - YouTube link
 - MOV (Quicktime)
 - WMV
 - MPEG-4
 - H.264
 - FLV (Sorensen, H.264 codecs only)
 - ETC
- **Framerate:** 30 FPS minimum
- **Preferred Data Rate:** 2000 kbits/sec (SD) / 5000 kbits/sec (HD)
- **Resolution:** 640x480 (SD) / 1280x720 (HD) (SmartBrief will resize to fit the ad unit)
- **Deinterlacing on:** YES
- **Audio:** 320 kbps / 44.100 kHz

NOTE: Support for embedded video in email varies across desktop and mobile email applications. Approximately 30-50% of readers, on average, will be shown interactive video. In email clients that do not support video, a static video “preview” image will be displayed.

February 14, 2020

SmartBrief

News for industry professionals SIGN UP · SHARE

ADVERTISEMENT

BILLBOARD

NEWS SECTION 1

Lessons from an unexpected CEO


John Murdock became a first-time CEO after his predecessor died, and he has tried to lead by example on collaboration and transparency. "Even though on any given day I have a million things to attend to, I make time to walk the floor, talk to people and generally let people know I'm available," he writes. [Full Story: Chief Executive online \(2/13\)](#)

[in](#) [t](#) [f](#) [b](#)

Rethink the individual development plan

Instead of traditional individual development planning, try a collaborative approach that includes co-workers, customers and others who know the employee and are willing to support their growth, writes Julie Winkle Giulioni. "A collaborative development planning approach assumes that more minds will lead to higher-quality plans and greater growth," she writes. [Full Story: SmartBrief/Leadership \(2/13\)](#)

[in](#) [t](#) [f](#) [b](#)




Lorem ipsum dolor sit amet orci aliquam

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Tincidunt tortor aliquam nulla facilis cras fermentum. Erat pellentesque adipiscing commodo elit at imperdiet. [Click here!](#)

ADVERTISEMENT **SPONSOR LOGO**

NEWS SECTION 2

Empower employees to provide great customer service



Companies such as Zappos and Nordstrom set the bar high for customer service by empowering and training employees and creating a culture around stories, shared vocabulary and a sense of pride, writes Micah Solomon. "Employees are not, in other words, just interchangeable cogs, nor are they serfs to be exploited solely for their labor," he writes.

[Full Story: Forbes \(2/10\)](#)

[in](#) [t](#) [f](#) [b](#)