

# ADVERTISING SPECS

- All ad creatives must be site-served. SmartBrief can accept 3<sup>rd</sup> 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

## HALF-PAGE AD UNIT

- **Ad Image:** 600 x 300; 250k maximum; GIF/JPEG/PNG
- **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

