FEATURED CONTENT 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.

SECTION HEADER
- **Section Header**: 30 characters, excluding spaces

Featured Content includes section header in combination with one of the following formats:

HEADLINE UNIT
- **Headlines**: 30-50 characters, excluding spaces
  - Click Through URL
  - Section may include up to 5 headlines

SUMMARY UNIT
- **Headline**: 30-50 characters, excluding spaces
- **Summary**: 300 characters, excluding spaces
- **Image**: 180x150, 50k max, GIF/JPEG/PNG
  - Click Through URL
  - Section may include up to 2 summaries

300x250 UNIT
- **Headline**: 30-50 characters, excluding spaces
- **Summary**: 350 characters, excluding spaces
- **Image**: 300 x 250, 50k max, GIF/JPEG/PNG
  - Click Through URL
  - Section may include 1 version per issue