

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

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

RECTANGLE-TEXT AD UNIT (OPTIONAL)

- **Ad Image:** 180 x 150; 50k 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

February 14, 2020

SmartBrief

News for industry professionals SIGN UP - SHARE

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)

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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)

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600 x 300

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NEWS SECTION 3

Here are 6 qualities of post-M&A cross-selling

Mergers and acquisitions can create new customer groups and thus robust opportunities for cross-selling, provided the salesforce is capable and has bandwidth, the products are complementary and the company is committed to the idea, according to this McKinsey analysis. "The organizations that focus systematically on more of these six core dimensions outperform those that focus on one or none by more than 20 percent," the authors write. **Full Story:** McKinsey (2/20/20)

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Provide constant feedback to help employees advance

Replacing annual reviews with a constant feedback loop can give employees the roadmap they need to improve their skills and advance in the organization, writes Chris Lema. He shares a rubric he developed for software engineers that outlines the specific skills they need to develop. **Full Story:** Carey Nieuwhof (2/12)

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180 x 150

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