Above-the-Fold Takeover

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.
- Java script 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.

Half-page ad unit

- **Ad Image:** 600 x 300; 250k maximum; GIF/JPEG/PNG
  - Our ad template will automatically round your image corners. Avoid image borders and do not place logos or any important messaging in the corners, as they may get cut off.
- **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
- **CTA-Button Text:** 20 characters max. Recommended

