Banner/Medium Rectangle

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.

Medium Rectangle

- **Creative Size:** 300x250
  - 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.
- **File Size:** 150k maximum
- **File Type:** GIF/JPEG/PNG
- **Click Through URL**
- **Animation:** 15 seconds maximum

