Billboard

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
  - **Note:** Ad will display at 650x167 in desktop view and scale on mobile.
  - Creatives sized 650x167 may also be accepted
- **File Size:** 250k maximum
- **File Type:** GIF/JPEG/PNG
- **Click Through URL**
- **Animation**
  - 15 seconds maximum
  - Animation is not supported by all email clients. Include sponsor branding and call-to-action on first frame.

