Special Report Advertising Specs

- All ad creatives must be site served. SmartBrief can accept 3 rd 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 5 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.

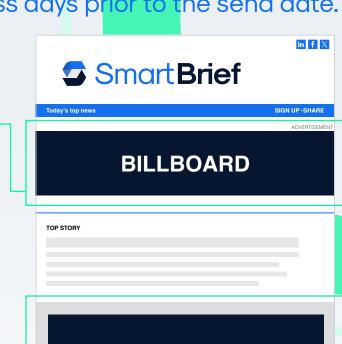
■ Note: Creatives sized at 728x90 may also be accepted

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, up to 3 slots available)

- 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



600 X 300

This is a customizable section where ad copy is displayed to capture your

180 X 150

target audience's attention. Call to action here.

Promote your company here

Promote your company here

This is a customizable section where ad copy is displayed to capture your t arget audience's attention. Call to action here.

ADVERTISEMENT SPONSO

