

Digital Edition Specifications

NOTE: Please submit a logo (150x150) with all paid enhancements below

Digital Enhancements

(outside of the publication)

Leaderboard Ads

(Top of Page)

1. Static Ads

- image size: 728 x 90 pixels
- image type: JPG, GIF, animated GIF
- link to advertiser
- max file size 40k

2. Dynamic Ads

- a JavaScript or Standard ad tag for a leaderboard/banner
- ad size: 728 x 90 pixels
- max file size 40k

Rectangle Button Drawer Ads

(Bottom Left of Page)

1. Static Ads

- image size: maximum width is 180 pixels
- image type: JPG, GIF, animated GIF
- link to advertiser
- max file size 40k

2. Dynamic Ads

- a JavaScript or Standard ad tag
- ad size: maximum width is 180 pixels
- max file size 40k

Inside Digital Edition

(see below for video specifications)

Left of Cover:

- Cannot exceed 10x11 max.
- Accepted Formats: PDF, JPEG, *Video, GIF, animated GIF
- Can be a mixture of video and image
- URL link to advertiser

Blow in:

1. Static Ads

- image size: maximum width 500 pixels. Max height 300.
- image type: JPG, GIF, animated GIF
- URL link to advertiser

2. Multimedia

- See Video Information

Bellyband:

1. Static Ads

- image size: maximum width 900 pixels. Max height 300.
- image type: JPG, GIF, animated GIF
- URL link to advertiser

2. Multimedia

- See Video Information

Slide show:

1. Static Ads

- image size: maximum width 500 pixels. Max height 300.
- image type: JPG, GIF, animated GIF
- link to advertiser
- Up to 10 images
- URL link to advertiser

2. Multimedia

- See Video Information

Video Information

Embedded Video:

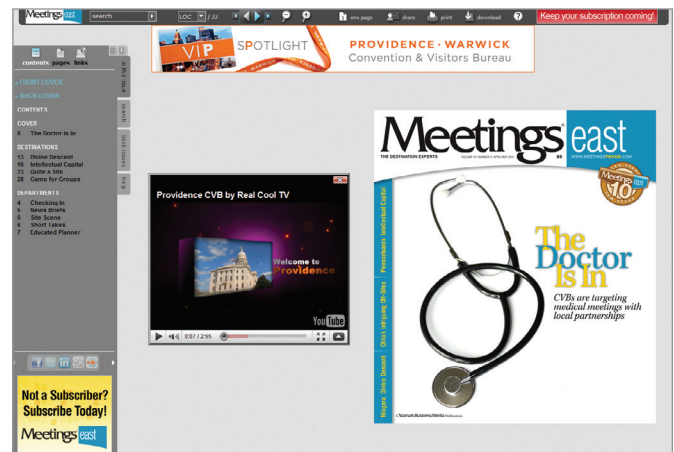
- Files accepted: mov, flv, swf, avi., mpeg, wmv, rm
- Compressed size not to exceed 15 MB (193 mb MOV, 246 mb Mpeg, 80mb avi, 15 mb swf and flv)
- Max length: 2:00 minutes
- URL link to advertiser

Overlay Video:

- Files accepted: mov, flv, swf, avi., mpeg, wmv, rm
- Compressed size not to exceed 15 MB (193 mb MOV, 246 mb Mpeg, 80mb avi, 15 mb swf and flv)
- Max length: 2:00 minutes
- URL link to advertiser

OR

- YouTube link
- URL link to advertiser



Production Contact

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FTP Contact

Please e-mail the Production Department when you have successfully uploaded all files. Include the publication name, issue date, advertiser's name, and a contact person.

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See examples here:

<http://digitalwest.meetingsfocus.com/meetingswest/2010adpromo#pg42>

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