

DIGITAL AD SPECS

E-PROMOTION

*Materials are due 5 business days before e-mail blast date.
Send all materials to tanya@farranmedia.com by the due date.*

Required Files and Information:

1. Subject line (not to exceed 80 characters)
2. Company name (Will appear in the Sponsored by line)
3. An HTML file
4. A Plain Text file
5. 200 x 200 pixel image and 40-character headline to be used in the "Featured Promotions" row on the homepage.

*Character counter: <http://www.javascriptkit.com/script/script2/charcount.shtml>
Please make sure to include **BOTH an HTML file AND a Plain Text file.***

HTML REQUIREMENTS

- We cannot accept files from Microsoft Word or Constant Contact.
- Code must validate via W3C.
- Images must be hosted on your site with full URL paths incorporated into your HTML file.
- Total width must be no greater than 620 pixels.
- HTML maximum file size is 50KB.
- No custom merge fields allowed.
- No embedded background images.
- Be sure to include <http://> in all URLs.
- In-line CSS styles are required.

*Any CSS in the head will only be applied to specified classes/IDs. General applications to body, p, h1, etc. will not be rendered.
CSS styles in the head are not rendered consistently across all devices/platforms, so please test before sending material.
NO HTML5 or CSS3. Email browsers will not consistently render HTML5/CSS3.*

PLAIN TEXT FILE REQUIREMENTS

- This will be displayed to a small portion of users who have HTML email disabled.
- Plain text-only format (filename.txt)
 - NO GRAPHICS or code for the Plain Text file; URLs okay
 - Text formatting such as bold, italic, font size, bullets or color will not appear as such.

*Please visit this site for some helpful tips on coding your HTML email:
<http://www.dentaltown.com/images/Promotions/epromotips/epromoguide.html>*

E-NEWSLETTER BANNER AD

*Artwork is due 5 business days before the week reserved.
Send materials to tanya@farranmedia.com.*

- Static image must be 300 x 250 pixels (no tags).
- Image must be 72dpi and no larger than 50KB.
- Must be JPG, or PNG format.
- Must provide URL (<http://>) to which the banner links.
- Recommended: Design banner ad with a solid color background to avoid color conflicts with displaying page.

E-NEWSLETTER FEATURED PRODUCT

*Artwork is due 5 business days before the week reserved.
Send materials to tanya@farranmedia.com*

- Static image must include a 200 x 200 pixel product photo.
- Image must be 72dpi and no larger than 30KB.
- Must be PNG or JPG format.
- 50-word product description.
- Must provide URL (<http://>) to be listed.

LEADERBOARD AD

Artwork is due 10 business days before start date.

Send materials to tanya@farranmedia.com

- Must include a 728 x 90 AND 320 x 50 pixel image.
- Images must be 72dpi and no larger than 200KB.
- Must be GIF, animated GIF, JPG or PNG format. (If using animation, you must send a single animated GIF file or DoubleClick/3rd party tag.)
- Must provide URL (<http://>) to which the banner links.
- Must not include any rapid or “strobing” animation of any graphic, copy or background elements.
- Recommended: Design banner ad with a solid color background to avoid color conflicts with displaying page.

HOMEPAGE BANNER AD

Artwork is due 10 business days before start date.

Send materials to tanya@farranmedia.com

- Must be 300 x 250 pixels.
- Image must be 72dpi and no larger than 200KB.
- Must be GIF, JPG or PNG format. (Animations must be sent already animated as a single animated GIF file.)
- Must provide URL (<http://>) to which the banner links.

CAMPAIGN PAGE

Artwork is due 10 business days before start date.

Send materials to tanya@farranmedia.com

- Must include a 700 x 400 AND a 300 x 250-pixel image. No tags.
- Images must be 72dpi and no larger than 200KB.
- Must be GIF, animated GIF, JPG or PNG format.
- Must provide URL (<http://>) to which the banner links. Only one URL for both images

CATEGORY BANNER ADS

Artwork is due 10 business days before start date.

Send materials to tanya@farranmedia.com

- Must include a Leaderboard (728 x 90), Skyscraper (160 x 600) AND a Mobile (320 x 50) pixel image.
- Images must be 72dpi and no larger than 200KB.
- Must be GIF, animated GIF, JPG or PNG format. (If using animation, you must send a single animated GIF file or DoubleClick/3rd party tag.)
- Must provide URL (<http://>) to which the banners link.
- Must not include any rapid or “strobing” animation of any graphic, copy or background elements.
- Recommended: Design banner ads with a solid background color to avoid color conflicts with displaying page.

SITE BADGE AD

Artwork is due 10 business days before start date.

Send materials to tanya@farranmedia.com

- Must provide 180 x 150 pixel image.
- Image must be 72dpi and no larger than 80KB.
- Must be GIF, animated GIF, JPG or PNG format. (If using animation, you must send a single animated GIF file or DoubleClick/3rd party tag.)
- Must provide URL (<http://>) to which the banner links.
- Must not include any rapid or “strobing” animation of any graphic, copy or background elements.
- Recommended: Design banner ads with solid background color to avoid color conflicts with displaying page.

MESSAGE BOARD BANNER AD

Artwork is due 10 business days before the start date.

Send materials to tanya@farranmedia.com

- Must include a 728 x 90 pixel image.
- Image must be 72dpi and no larger than 200KB.
- Must be GIF, JPG or PNG format.
- Must provide URL (<http://>) to which the banner links.

MESSAGE BOARD SPOTLIGHT

Artwork is due 10 business days before start date.

Send materials to tanya@farranmedia.com

- Must be 300 x 250 pixels (please note: only the image will show on mobile).
- Image must be 72dpi and no larger than 200KB.
- Must be GIF, JPG or PNG format. (Animation must be sent already animated as a single animated GIF file.)
- Company logo (150 pixels width).
- Product name to appear in the headline.
- Product description up to 250 characters (includes white space).
- Must provide URL (<http://>) to which the banner links.

MOBILE APP AD

Artwork is due 10 business days before start date.

Send materials to tanya@farranmedia.com

- Must be 300 x 250 pixels static image (no tags).
- Image must be 72dpi and no larger than 200KB.
- Must be JPG or PNG format.
- Must provide URL (<http://>) to which the banner links.

VIDEO

For the video placement, you must send a video file.

Tags are not accepted. We will need the actual video file.

VIDEO REQUIREMENTS:

- 640 x 360 resolution (16:9 aspect ratio) MP4 File (no tags)
- File Size: 75MB maximum
- Duration: 2:30 seconds maximum
- Frame Rate: 29.97 fps
- Audio Format/Code: MP3, MP4, AAC supported
- Audio Bit rate: 196 kbps recommended
- Sample Rate: 44.1 kHz recommended

We will also need the following with your video file:

- Title
- Description: up to 100 characters (includes whitespace)
- URL: title will be clickable