

digital specs

WEB BANNERS

WEB BANNER AD SPECS:

Accepted File Formats For Web Banners: JPG, Static or Animated GIF (No Slices), Flash, and Third-Party Hosted Static ads 50k maximum • Animated ads 100k maximum (Maximum frames 4, Maximum looping 3 times)

EMAIL URL AND AD(S) TO:

kristin.bjornsen@themeetingmagazines.com and david.middlebrook@themeetingmagazines.com

MOBILE BANNER NOTE:

Web banners switch to mobile (300x50) when website is viewed on a mobile device. Desktop/tablet-sized banner ads do not display on mobile. Without a supplied 300x50 mobile banner, your ad will not display on mobile devices.

WHEN SUBMITTING ADS, INCLUDE THE FOLLOWING:

- Your ad(s) as an e-mail attachment — JPG or GIF. Include a 300x50 (mobile) ad.
- Include the tag document or click-through URL (link/web address) to be used for your ad in the body copy of the email. **If impressions and/or click tracking data is desired, please provide a tracking pixel and a unique trackable URL or ClickTag to collect web banner metrics from your end, as we do not provide metrics.**

DEDICATED EBLASTS

ACCEPTED FILE FORMATS:

GIF or JPG, 72ppi, maximum width 800px. Slice file size(s) should be under 300kb and must be RGB. Submitted PDF files will be converted and sliced. Include: URL link, subject line, and full eBlast text (for plain text version). HTML also accepted, subject to testing. Submit files a minimum of two weeks prior to eBlast deployment and email to david.middlebrook@themeetingmagazines.com and kristin.bjornsen@themeetingmagazines.com.

HTML GUIDELINES/REQUIREMENTS

In order for the message to render properly in email clients:

- Use inline CSS (not external CSS, which renders well in browsers but not in all email clients)
- Use tables for layouts
- Do not include in the HTML coding: JavaScript, Flash, image bedding, rowspan or colspan tags, metadata "content=" and "http-equiv=" attributes on the same line as "meta charset=" attribute

ENEWSLETTER BANNERS

Creative furnished by advertiser; 728x90 pixels only. Specs are same as web banners, however third-party hosted ads and Flash ads are NOT accepted for our eNewsletter. **If impressions and/or click tracking data is desired, please provide a tracking pixel and a unique trackable URL or ClickTag to collect eNewsletter banner metrics from your end, as we do not provide metrics.**

**For questions regarding digital specs and formatting, email
david.middlebrook@themeetingmagazines.com and
kristin.bjornsen@themeetingmagazines.com**