

Digital Advertising Specs

BANNER ADS

| UNIT | DIMENSIONS |
|------------------|------------|
| Billboard | 970x250 |
| Half Page | 300x600 |
| Leaderboard | 728x90 |
| Medium Rectangle | 300x250 |

Banner ad campaigns do not require all sizes. Please refer to your contract for required unit(s)

SPECS:

- Media types: Image, Flash (SWF)
Static ads are recommended for email newsletter placements as some email clients/servers will not render animated ads.
- File types: PNG, JPG, GIF, HTML5*
**website only*
- Destination URL or UTM
Must be a domain name
- Art with white background must have a border

BRANDED CONTENT

STORY AND IMAGE SPECS:

- Copy:
Headline: 10 words max
Subhead: 15 words max
Text: 600-1,000 words
Please send all copy in Word doc
- Feature photo:
Hi-res 4:3 ratio at least 2,000 pixels wide;
horizontal
No text or logos permitted
- Content photos:
Up to 3 images
Hi-res 4:3 ratio at least 2,000 pixels wide;
horizontal
No text or logos permitted
- Sponsor logo: rendered at 45 pixels high;
provided logos should be legible at this display size
- URLs: Provide exact URLs for any/all links

SOCIAL POST:

- Copy: 175 characters

SPECIAL OFFER EMAIL

STATIC IMAGE EMAIL

- Subject line
- Preview text
Recommended but not required.
- Single image containing all email body content
 - 600 pixels wide
 - Max file size: 1 MB
- Destination URL or UTM
Must be a domain name.

CUSTOM CODED HTML

- Subject line
- HTML file universally coded for all email clients

Bethesda Magazine cannot assume responsibility for the way each device/ email client renders custom-coded HTML emails.

All digital ad materials are due 3 business days before campaign start date / email deployment.

Submit materials to digitalads@bethesdamagazine.com or upload to our [digital ad portal](#)