

DIGITAL ADVERTISING SPECS

Website Banner Ads

UNIT	DIMENSIONS
BILLBOARD	970x250
MEDIUM RECTANGLE	300x250
DIGITAL PARTNER LOGO	140x60

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

- Media types: Image
- File types: PNG, JPG, GIF, HTML5
- Destination URL or UTM
Must be a domain name
- Art with white background must have a border

Newsletter Banner Ads

UNIT	DIMENSIONS
MEDIUM RECTANGLE	300x250

Media types: Image

Static ads are recommended for email newsletter placements as some email clients/servers will not render animated ads.

- File types: PNG, JPG
- Destination URL or UTM
Must be a domain name
- Art with white background must have a border

Partner Content

STORY AND IMAGE SPECS

COPY

- Headline: 10 words max
- Subhead: 15 words max
- Story: 600–1,000 words
- Bio: 50 words max
- Social post: 175 characters max
Please send all copy in a Word document.

FEATURE PHOTO

- Hi-res 4:3 ratio at least 2,000 pixels wide; horizontal
- No text or logos permitted
- File types: PNG, JPG

CONTENT PHOTOS

- Up to 3 images
- Hi-res 4:3 ratio at least 2,000 pixels wide; horizontal
- No text or logos permitted
- File types: PNG, JPG

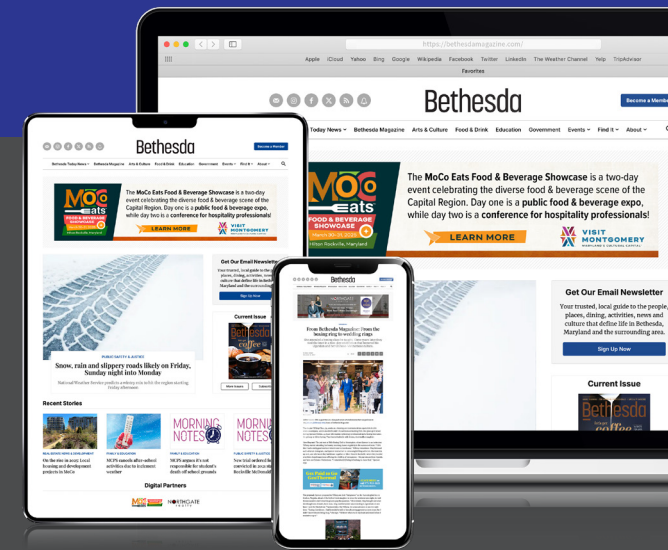
SPONSOR LOGO

- Rendered at 45 pixels high; provided logos should be legible at this display size
- File types: PNG, JPG

URLS

- Provide exact URLs for any/all links

Partner Content materials must be submitted to production 10 business days prior to contracted date. Final approval must be received 3 business days in advance of posting.



Special Offer Emails and Targeted Email Solutions

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: bethesdamagazine.com/forms/digital-advertisement-portal