

E-MAIL ALL DIGITAL ARTWORK TO [DIGITAL@SMARTWORKMEDIA.COM](mailto:DIGITAL@SMARTWORKMEDIA.COM)

**SPECIFICATIONS OF WEBSITE BANNERS**

**BANNER SPECIFICATION**

- ➔ JPG, PNG or GIF files, animation accepted
- ➔ No Flash or Javascript
- ➔ One clickthrough URL

	Unit measurement pixels (W x H)	Maximum Initial Download Fileweight
<b>A BILLBOARD</b>	<b>1400 x 120</b>	<b>60 KB</b>
<b>AA BILLBOARD (SUPERSIZED)</b>	<b>1400 x 400</b>	<b>250 KB</b>
<b>B MASTHEAD</b>	<b>230 x 110</b>	<b>60 KB</b>
<b>C SIDE SKYSCRAPER</b>	<b>300 x 600</b>	<b>60 KB</b>
<b>D SIDE STANDARD</b>	<b>300 x 300</b>	<b>60 KB</b>
<b>E HEADLINES TOP</b>	<b>728 x 156</b>	<b>60 KB</b>
<b>EE HEADLINES TOP (SUPERSIZED)</b>	<b>728 x 312</b>	<b>125 KB</b>
<b>F HEADLINES LOWER</b>	<b>728 x 156</b>	<b>60 KB</b>
<b>FF HEADLINES LOWER (SUPERSIZED)</b>	<b>728 x 312</b>	<b>125 KB</b>

**SPECIAL UNITS**

<b>G VIDEO AD</b>	<b>1080P HD VIDEO</b>	<b>N/A</b>
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Send 1080P video files in popular video formats via [instoremag.com/sendvideo](http://instoremag.com/sendvideo)

<b>H WELCOME/EXIT ADS (MOBILE OPTION)</b>	<b>1000 x 600</b> <b>640 x 1136</b>	<b>250 KB</b>
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Welcome and exit ads appear only on visitor's first visit to a site each day. Please send two versions of your ad, one 1000 x 600 for desktop viewing and 640 x 1136 for mobile.

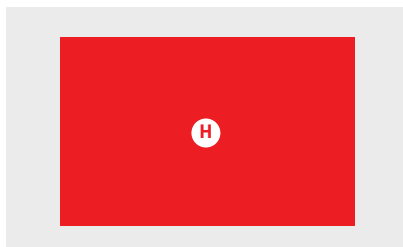
**HEADLINES TOP (F) AND LOWER (H) BANNER PACKAGE**  
PACKAGE INCLUDES:

- ➔ Homepage and website banner: 728 x 156 pixels
- ➔ Email bulletin banner: 560 x 120 pixels

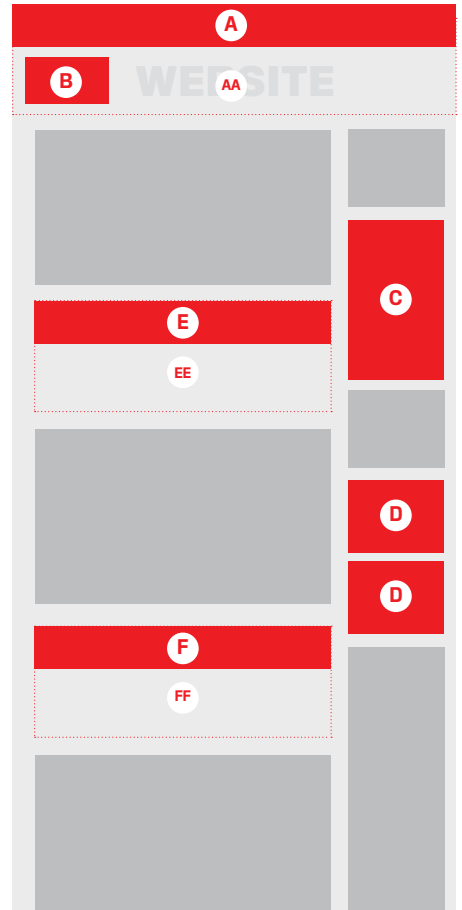
**SUPER SIZED HEADLINES TOP (G) AND LOWER (J) BANNER PACKAGE**  
PACKAGE INCLUDES:

- ➔ Homepage and website banner: 728 x 156 pixels
- ➔ Email bulletin banner: 560 x 240 pixels

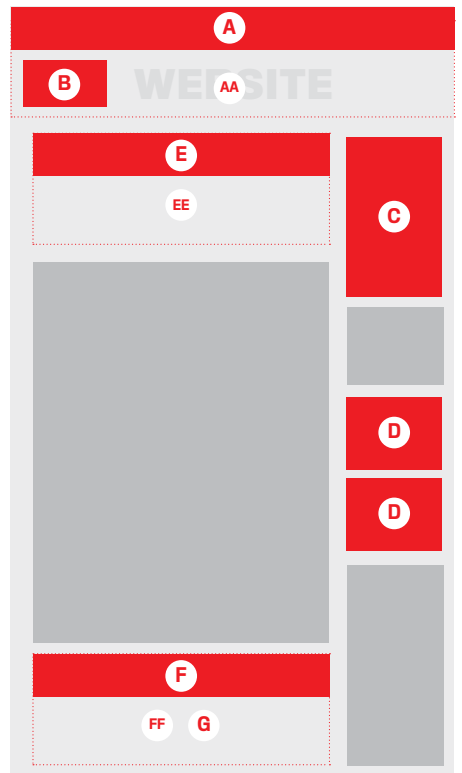
**WELCOME AND EXIT ADS (ALL PAGES)**



**HOME PAGE SIZES/FORMATS**



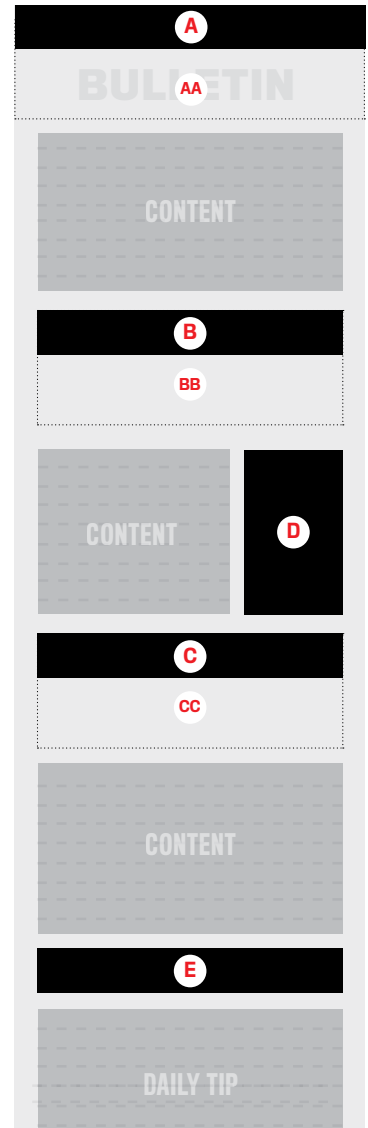
**INSIDE PAGE**



**SPECIFICATIONS OF EMAIL ADVERTISING**

		Unit measurement pixels (W x H)	Maximum Initial Download Fileweight
<b>A</b>	<b>LEADERBOARD</b>	<b>560 x 120</b>	<b>30 KB</b>
<b>AA</b>	<b>LEADERBOARD (SUPERSIZED)</b>	<b>560 x 240</b>	<b>60 KB</b>
<b>B</b>	<b>HEADLINES TOP</b>	<b>560 x 120</b>	<b>30 KB</b>
<b>BB</b>	<b>HEADLINES TOP (SUPERSIZED)</b>	<b>560 x 240</b>	<b>60 KB</b>
<b>C</b>	<b>HEADLINES LOWER</b>	<b>560 x 120</b>	<b>30 KB</b>
<b>CC</b>	<b>HEADLINES LOWER (SUPERSIZED)</b>	<b>560 x 240</b>	<b>60 KB</b>
<b>D</b>	<b>SIDE SKYSCRAPER</b>	<b>250 x 500</b>	<b>60 KB</b>
<b>E</b>	<b>DAILY TIP BANNER</b>	<b>560 x 120</b>	<b>30 KB</b>

**EMAIL SIZES/FORMATS**



**BANNER SPECIFICATIONS FOR EMAILS**

- ➔ First frame of animated advertisements should include critical content, as some email servers will not display animation.
- ➔ Flash files and other rich media ads are not allowed on emails.

**HEADLINES TOP (B) AND LOWER (C) BANNER PACKAGE PACKAGE INCLUDES:**

- ➔ Homepage and website banner: 728 x 156 pixels
- ➔ Email bulletin banner: 560 x 120 pixels

**SUPER SIZED HEADLINES TOP (BB) AND LOWER (CC) BANNER PACKAGE PACKAGE INCLUDES:**

- ➔ Homepage and website banner: 728 x 156 pixels
- ➔ Email bulletin banner: 560 x 240 pixels

**REQUIREMENTS FOR EMAIL ADVERTISING BLASTS**

**EBLAST SPECIFICATION**

- ➔ Accepted formats: JPG, GIF, PDF, HTML (if providing HTML, please submit COMPLETE HTML file).
- ➔ Emails should not exceed maximum width of 600 pixels
- ➔ No maximum height, if email exceeds viewable area a scroll bar will automatically appear
- ➔ File size should always be kept as small as possible. Keep between 40K and 100K
- ➔ FROM line will be: INVISION Promos bulletins@invisionmag.com
- ➔ Please also make sure to include SUBJECT line

**HTML REQUIREMENTS**

- ➔ Use fixed widths within tables
- ➔ Images must be externally hosted by the advertiser
- ➔ Always use ALT tags
- ➔ No animated gifs, video, flash or Javascript embedded in an email
- ➔ Avoid using cascading style sheets (inline style sheets are an acceptable substitute for CSS)



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**SPECIFICATIONS OF DIGIMAG WRAPPER PACKAGES**

**FULL PAGE OPPOSITE MAGAZINE COVER**

**RESOLUTION: 350 DPI**  
**TRIM SIZE: 9" X 10-7/8"**  
**BLEED: 9-1/4" X 11-1/8"**



**DIGI-MAG EBLAST BANNER**

**500 PIXELS WIDE X 162 PIXELS TALL**



**DIGIMAG BANNER**  
500 x 162 px

Check out these stories from our digital edition.

[READ THE DIGITAL EDITION](#)

**HOLIDAYS**

**How to Handle the 4 Most Common Christmas Objections**  
Share: Dorian shares 20 possible responses.

**LEAD STORY**

**Win Today's Jewelry Consumer by Going Green**  
Sustainable business and ethical sourcing are key.

**DAVID GELLEN**

**Know These 6 Signs of Financial Distress and How to End Them**  
Also, learn the 3 reasons things get off-kilter.

**BRAIN SQUAD**

**Here's How Brain Squad Jewelers Are Generating Word of Mouth**

**DIGI-MAG WEBPAGE LEADERBOARD**

**400 PIXELS WIDE X 130 PIXELS TALL**



**HOLIDAYS**

DECEMBER DIGITAL EDITION SPONSORED BY

**WEBPAGE BANNER**  
400 x 130 px

**DEC. / 17**

**LEAD STORY**  
**Meet the Mavericks**

Seven retail risk-takers who went out on a limb to succeed.

**NEW ARRIVALS**

**Delivering the Male**

It's not styles for modern guys who like to accessorize.



**AMERICA'S COOLEST STORES**

California Store Gets Three Cheers for Christmas

**TOP LIFE** Michigan Jeweler is Ready for the Most Magical Time of Year

**DEAL DEAL** When a Jeweler's Store Was Sold, This Local Competition Stepped Up to Help

**BEST OF THE BEST** Florida Jeweler Hosts a Party With a Florida Twist

**WEDDING SEASON** What is the Easiest Sales to All Jewelry Retailer? The Brain Squad Tells

**BRAND AMBASSADOR**

California Jeweler Shares His Successful Strategies for Selling One Top Watch Brand

**OPENING LINES** Sentimental Map Jewelry from Evocarner - and More New Releases for December

**CUSTOMER TYPES** Classic Jewelry Styles for Women Who Adore Horses

**TREND FRONTS** Designers Go to the Fringe With This Hot Look

**YOUNG TRAFALGAR** These Royal Styles Were Some of Fall's Crown Jewel Achievements