

E-MAIL ALL DIGITAL ARTWORK TO 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
A BILLBOARD	1400 x 120	60 KB
AA BILLBOARD (SUPERSIZED)	1400 x 400	250 KB
B MASTHEAD	230 x 110	60 KB
C SIDE SKYSCRAPER	300 x 600	60 KB
D SIDE STANDARD	300 x 300	60 KB
E ORBIT TOP	728 x 156	60 KB
EE ORBIT TOP (SUPERSIZED)	728 x 312	125 KB
F ORBIT LOWER	728 x 156	60 KB
FF ORBIT LOWER (SUPERSIZED)	728 x 312	125 KB

SPECIAL UNITS

G VIDEO AD	1080P HD VIDEO	N/A
-------------------	----------------	-----

Send 1080P video files in popular video formats via invisionmag.com/sendvideo

H WELCOME/EXIT ADS (MOBILE OPTION)	1000 x 600 640 x 1136	250 KB
---	--------------------------	--------

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.

ORBIT TOP (F) AND LOWER (H) BANNER PACKAGE

PACKAGE INCLUDES:

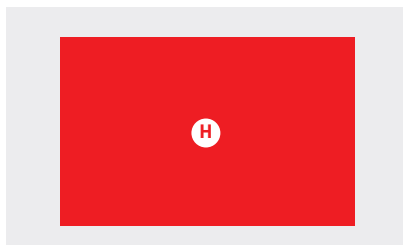
- ➔ Homepage and website banner: 728 x 156 pixels
- ➔ Email bulletin banner: 560 x 120 pixels

SUPER SIZED ORBIT TOP (G) AND LOWER (J) BANNER PACKAGE

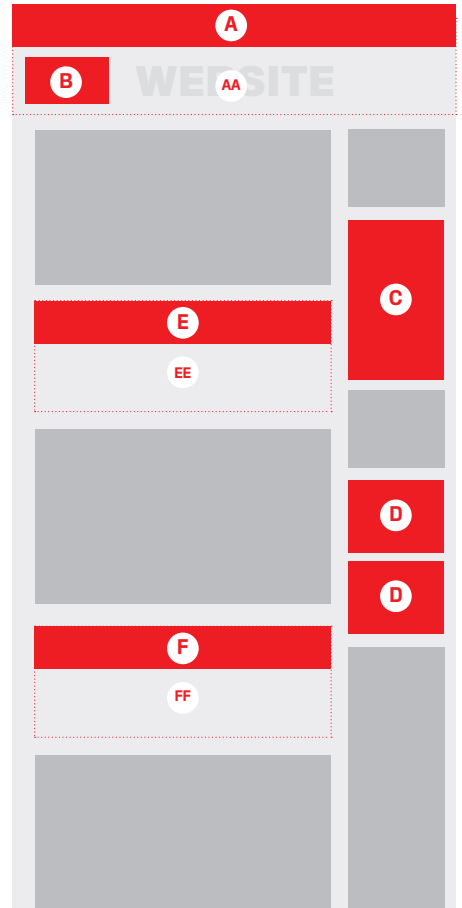
PACKAGE INCLUDES:

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

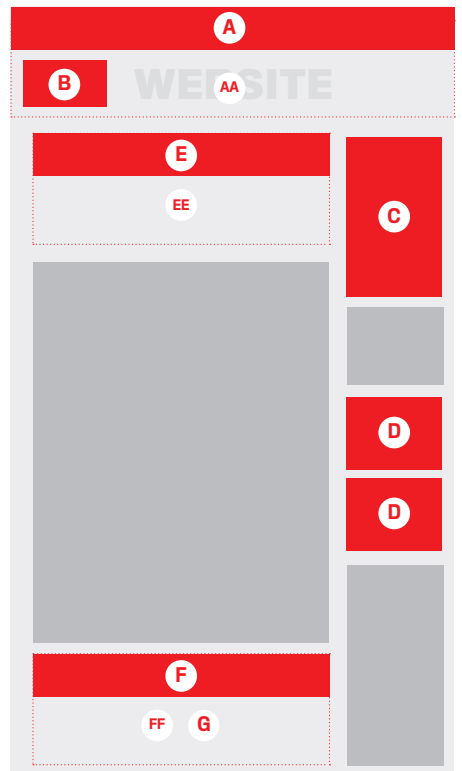
WELCOME AND EXIT ADS (ALL PAGES)



HOME PAGE SIZES/FORMATS



INSIDE PAGE



SPECIFICATIONS OF EMAIL ADVERTISING

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

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.

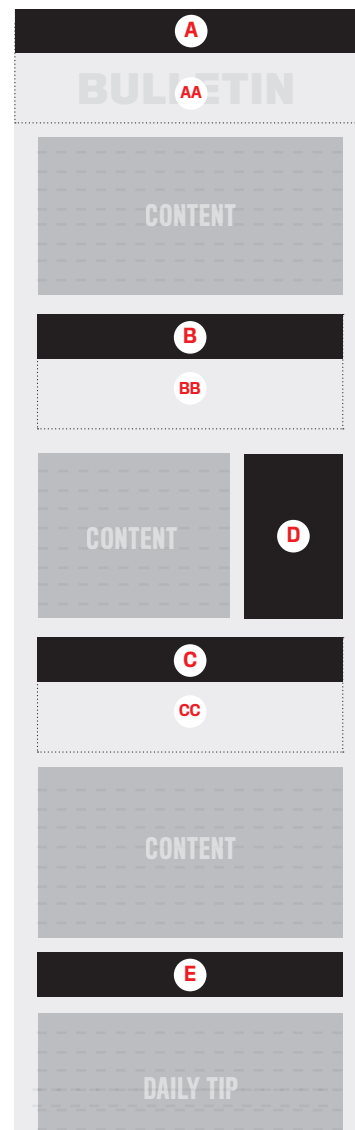
HEADLINES TOP (B) AND LOWER (C) BANNER PACKAGE
PACKAGE INCLUDES:

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

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

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

EMAIL SIZES/FORMATS



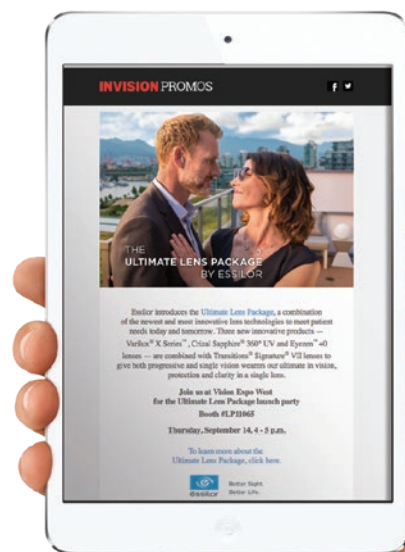
REQUIREMENTS FOR EMAIL ADVERTISING BLASTS

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)



E-MAIL ALL DIGITAL ARTWORK TO DIGITAL@SMARTWORKMEDIA.COM

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](#)

- LEAD STORY**
Cooperate for Success Squared
Five businesses share the secrets of making collaborations work.
- FEATURE STORY**
How to Choose a Laboratory
Finding your optical match made in heaven.
- AMERICA'S FINEST**
Minnesota Optician Creates a Destination Boutique Unlike Any Other
'We never best one for coloring inside the lines.'
- HOT SELLERS**
ECPs Share Their Best-Selling Products For October 2017
Here's what's flying out of the displays.
- ASK INVISION**
The Best Way to End Burnout ... and More of Your Questions for October
Answers to the questions you're asking.

DIGI-MAG WEBPAGE LEADERBOARD

400 PIXELS WIDE X 130 PIXELS TALL



October 2017

October DIGITAL EDITION SPONSORED BY
WEBPAGE BANNER
400 x 130 px



OCT / 17
LEAD STORY
Cooperate for Success Squared
Five businesses share the secrets of making collaborations work.

FEATURE STORY
How to Choose a Laboratory
Finding your optical match made in heaven.

- AMERICA'S FINEST**
Minnesota Optician Creates a Destination Boutique Unlike Any Other
- BENCHMARKS**
6 ECPs Who See the Power of Cooperating With Local Businesses
- REAL DEAL**
With An Expensive Remake Ahead, Should This Practice Eat the Costs?
- BEST OF THE BEST**
Ohio Optical Casts Spell on Clients With Harry Potter-Themed Contact Lenses
- EYEGASSES AND SUNGLASSES**
Go Bananas With These 7 Eyewear Collaborations
- BETTER VISION**
Keep Things Clean With These Contact Lens Solutions
- BUYING GUIDE**
Here's Where You Need to Start to Hire the Right Talent
- HOT SELLERS**
ECPs Share Their Best-Selling Products For October 2017
- LATEST RELEASES**
Emily Ratajkowski in Ferragamo and More New Releases for